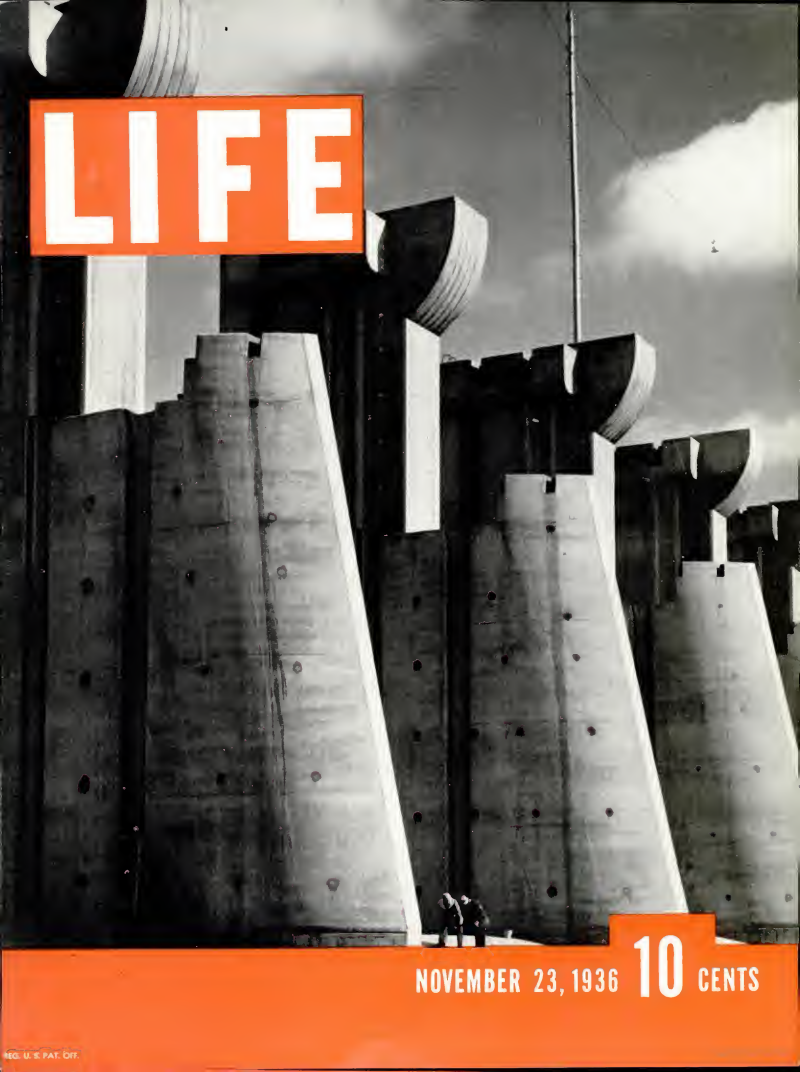


A black and white photograph showing the massive, tapered hull sections of the USS Intrepid under construction. The sections are arranged in a row, receding into the distance. Each section has a dark, ribbed upper portion and a lighter, smoother lower portion. A small figure of a person is visible at the base of the hull sections for scale. The sky is cloudy.

LIFE

NOVEMBER 23, 1936

10 CENTS

KNOCK..KNOCK! **WHO'S THERE?**



Ethyl!

CAN'T BE!

Why not?

ETHYL STOPS KNOCK!

**...and puts new
LIFE in your car!**



This page is contributed for the amusement (and information) of the umpteen* thousand people who have said there ought to be an Ethyl advertisement giving the final answer to the "knock . . . knock" question.

AND right now oil refining companies, jobbers and dealers are filling their Ethyl pumps with special motor fuel for the winter of '36-'37.

It is a sure-starting gasoline blended with enough Ethyl fluid (containing tetraethyl lead) to give you power and control after you've started. Costs you slightly more per gallon, because it costs more to make, and you get it back in savings: in gas and oil consumption, in battery life and in an engine in better condition when spring at last arrives.



* 32,497,961% according to Cammerton and Whoops Surveys.

First Pictures & Details About the NEW PLYMOUTH

THE BIGGEST, ROOMIEST PLYMOUTH EVER BUILT—New Sound-proofing of Steel Roof and Floor—Shuts Out Road Noises—New Safety Interior—Entire body Pillowed on Live Rubber—Eliminates Vibration and Rumble—New Airplane-type Shock-Absorbers—New “Hushed Ride”—Tests Show 18 to 24 Miles Per Gallon of Gas.



ALL STEEL! Solid steel top...sides, doors, floors...for your protection!



SAFETY INTERIOR: Controls, fittings, upholstery...all styled for Safety!

We believe you'll find after Careful Inspection that Plymouth gives you Better Engineering, Materials and Workmanship than any other Low-Priced Car!



AMAZINGLY BIG...both rear and front seats are inches wider, more head and leg room.



IMPORTANT new developments put Plymouth 'way out in front...make it the **GREATEST VALUE** in all Plymouth history!

Among these developments are: the new Safety Interior...new Scientific Sound-Proofing...new Rubber Cushions between frame and body...new Airplane-type shock-absorbers...new Hypoid rear axle, formerly used only in costly cars...the famed

Floating Power engine mountings.

It's the longest, widest...biggest...most beautiful Plymouth ever built.

Tests show it will save you money on gas, oil, tires and upkeep.

PRICED WITH THE LOWEST—Easy terms offered by Commercial Credit Company...through Chrysler, DeSoto or Dodge dealers. **PLYMOUTH DIVISION OF CHRYSLER CORPORATION.**



SAVE MONEY!

THIS BEAUTIFUL, big, 1937 Plymouth is priced with the lowest...saves you money on gas, oil, tires and upkeep...gives you top value in engineering and quality.

The Best Buy of All Three!

PLYMOUTH

This One



SCDT-15K-KSC6



LIFE BEGINS

The camera records the most vital moment in any life: Its beginning. A few hours ago, the child lay restless in its mother's womb. A second ago, its foetal life was rudely ended when the surgeon snipped its umbilical cord—through which the unborn child had drawn all existence from its mother. Then, for a second or two, the child hung lank and unbreathing between two lives. Its blood circulated and its heart beat only on the impetus given by its mother. Suddenly the baby's new and independent life begins. He jerks up his arms, bends his knees and, with his first short breath, gives out a redfaced cry.

Introduction to this first issue of

LIFE

If any Charter Subscriber is surprised by what turned out to be the first story in this first issue of LIFE, he is not nearly so surprised as the Editors were. Photographer Margaret Bourke-White had been dispatched to the Northwest to photograph the multi-million dollar projects of the Columbia River Basin. What the Editors expected—for use in some later issue—were construction pictures as only Bourke-White can take them. What the Editors got was a human document of American frontier life which, to them at least, was a revelation.

Having been unable to prevent Bourke-White from running away with their first nine pages, the Editors thereafter returned to the job of making pictures behave with some degree of order and sense. So there follow, not far apart, two regular departments—Life On The American Newsfront, and the President's Album. The first is a selection of the most newsworthy snaps made anywhere in the U. S. by the mighty picture-taking organization of the U. S. press. The President's Album is a kind of a picture diary—a special focus on the personality-center of the nation's life. Luckily for LIFE, it can start its diary with a President who is a marvelous camera actor and is not above demonstrating his art.

So strong is the President's hold on the attention of the people that a hint from him is enough to bring even South America crashing into the headlines. South America is the continent Americans ought to be most interested in, and usually just plain won't be. But a month ago LIFE decided to do its duty and be interested—a duty which turned out to be surprisingly easy to take. This week, Brazil. Next week, The Argentine.

On looking over what happened to the issue, the Editors are particularly pleased that Art is represented not by some artfully promoted Frenchman but by an American, and that the Theatre is here in the person of an American lady who is being called the world's greatest actress. Hollywood's No. 1 Screen Lover is also here due to sheer coincidence of

release dates. But that he is an American, is inevitable.

As is the case with too many able American artists, the name of John Stuart Curry of Kansas is known where his works are not. An active exciting painter who has heard the trumpeting of elephants and tornadoes, Curry records the kind of American life that does not require a trip to the circus or to Kansas to appreciate and understand.

For Helen Hayes, LIFE went directly to the theatre where she is daily adding to her own glory as well as Queen Victoria's—and, of course, to the ties that bind the English-speaking peoples. Miss Hayes kindly lent LIFE her private album from which to select pictures of her little daughter, Mary. Thus LIFE is able to contrast the childhoods of a famous mother and of a daughter who created a commotion on Broadway before she was born.

Sooner or later every great actress plays *Carnegie*. The Great Garbo has just got around to that tearful role. For millions of people, however, a more exciting fact will be that Robert Taylor is playing opposite her. Who is Robert Taylor? His high school class at Beatrice, Nebraska, could tell you something. Pomona College could add more. Sam Goldwyn's scout and the screen test that followed would be a likely source of information. To all of these LIFE sent emissaries so that you may know, once and for all, who Robert Taylor really is.

LIFE's camera also went, as any good camera must these days, up into the air. And from the air it saw for the first time the world's two most notable forts—Fort Knox soon to be the home of America's fantastic gold hoard; Fort Belvedere, favored home of a King-Emperor's romance.

Black Widow spiders are no more news this week than they were last week or the week before. But that they make news steadily, every newspaper reader knows. It just happened that George Elwood Jenks made this deadly insect his hobby and recently took what LIFE's editors think is a

remarkable set of photographs. Can any brow-beaten husband follow the sad career of the Black Widow's mate without a fellow feeling for the poor little creature?

Besides the sections already discussed, Charter Subscribers will find in this issue beginnings of several regular departments. The Drawing is of and about a place called Overweather—an interesting locale which is definitely out of Bourke-White's or Eisenstaedt's range. The Camera Overseas begins on page 54. And, on page 90—LIFE Goes To A Party. It almost didn't—because just this week it couldn't find anything interesting enough to invite itself to, until at the last minute it sighted Sir George Clerk and some dead rabbits.

Hundreds, perhaps thousands, of people contribute their photographic presence to the pages of this issue. French aristocrats, New York stock brokers, Montana barkeeps, gooney-golfers, English judges at prayer and English ladies in the rain, babies, farmers, sailors, doctors, crowds, a high school class, a one-legged man, a strip-artist, a bearded Russian, The President of the U. S. and the late Sarah Bernhardt—to one and all the Editors of LIFE are grateful. And most of all they are grateful to the little Chinese girls on page 26 who go about their lessons with an almost breathless grace. For sheer charm LIFE's Editors during the week saw no picture which could match those taken recently by a staff photographer at the only Chinese parochial school in the U. S. Lafcadio Hearn might have described these little students at length—but Eisenstaedt's camera, in this case, beggared words.

The first issue of a magazine is not the magazine. It is the beginning. The Editors anticipate a strenuous and exciting year of growth and adventure. To Charter Subscribers they express again their deep appreciation and their hope that this new relationship of Editor and Subscriber may continue through many years.

THE EDITORS



When you buy piston rings be guided by those to whom transportation is a business. Pan-American's luxurious Martin and Sikorsky "Clippers," United Air Lines' swift Boeing and Douglas transports—in these and many other famous planes powered by Pratt and Whitney aeronautical engines, American Hammered Piston Rings have withstood the toughest kind of service. The engineering staff of this great engine builder must select parts and materials that assure completely dependable operation.

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"RECKLESS DRIVERS NEED NOT APPLY"

A scene in the career of a dangerous driver. It is not his first crash—although it may be his last. Men with such records cannot share in the benefits of Liberty Mutual automobile insurance.

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Here is a money-saving opportunity for you and a chance to associate yourself with more than 130,000 carefully selected, responsible car owners who are working together to prevent accidents. If you believe your driving record qualifies you to join this selected group, clip the coupon now. Then you and we can decide whether we should do business together.



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Business Address

Town where car is kept

Make of car

Body Type



AMATEUR SECRETS . . . Listen with tongue in cheek to that tall tale of the recipe brought from Montparnasse, where onion soup is a rite. Like as not your host served Heinz!

WHAT'S this swinging, musical tinkling filling the air these autumn evenings? It's *Amateur Hour*—in countless kitchens throughout the land! Pots and pans clank merrily—spatulas sing against skillets and the stirring music of a thousand spoons beats the joyous measure of gustatory conquest!

You might well ask by what alchemy the leaden-handed tyro of the cook stove has become the glittering king of the kitchen! For alchemy it is indeed. Yet it does not concern the magic of an era past—of vials and philters and incantations. Today's open-sesame to culinary skill is spelled in the household name of Heinz, and vials and philters are replaced by tins and bottles bearing the keystone label of the 57 Varieties.

If you would rise to gustatory fame, follow closely these two precepts: First, go to your grocer, and order from him a well-stocked shelf of Heinz magic short-cuts to cooking skill. Omit none—soups, sauces, ketchup; cooked spaghetti and macaroni; vinegars, olive oil; tomato juice; puddings; olives and pickles and all the tempting array of delicious viands that make up the famous 57! Then, learn to use each of these properly. By sending a dime to the House of Heinz, Dept. 22, Pittsburgh, you will acquire a copy of the *Heinz Book of Meat Cookery* or the *Heinz Salad Book*—either a welcome addition to the gourmet's library. Twenty cents will bring both books.

FOR LADIES ONLY . . . a brand-new type of radio program, "Heinz Magazine of the Air." Three times weekly, a full half-hour of sparkling music, famous guest stars, romance, drama, homemaking, child problems. Listen for every Monday, Wednesday, Friday morning, 11 E. S. T.; 10 C. S. T.; 9 M. T.; 12 Noon Pacific Time, Columbia Network.



HOME ON THE RANGE . . . From him, the oven hides no secrets. Proud of the authenticity of his Boston baked beans, the amateur chef vaunts his culinary skill (Post! Heinz baked 'em!)

AMATEUR HOUR

When the gong signalizes triumph (not defeat) inspiration likely comes from that spicy variety show featuring 57 stars from Heinz.



PUBLIC EPICURE NO. 1 . . . Call him a macheteer if you will. Fact remains, he empties his drawing-room and crowds his kitchen. Like all inspired amateurs, he's shelf-conscious, and in his pantry you'll find a goodly store of Heinz.



SALADS, MAN-MADE . . . Certain captains of industry and art find in the salad bowl an outlet for their love of Mumbo-Jumbo and their flair for gustatory creativeness. In these epicurean excursions, they lay great store in ingredients from the House of Heinz—olive oil and vinegars, ketchup, mustard, chili sauce, Worcestershire and a score of other flavorful delicacies.

REG. U. S. PAT. OFF.

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THE FRONT COVER IS A PHOTOGRAPH OF A DAM AT FORT PECK, MONTANA, TAKEN BY MARGARET BOURKE-WHITE

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TO WIVES

To enjoy Life more — slip this ad in your husband's pocket

THIS GIFT SAVES YOUR WIFE 200 HOURS OF HARD WORK A YEAR

OTHER GILBERT
ELECTRICAL
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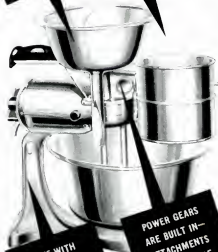
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FOOD FIXER\$24.95 WITH
STAINLESS METAL
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—JUICE EXTRACTORPOWER GEARS
ARE BUILT IN—
ATTACHMENTS
SLIP ON HERE

The new Gilbert Kitchen-Kit is the latest word in electric food fixers. With its easy-to-use attachments, it grinds meats; mashes, shreds or slices vegetables. Shells peas. Cracks ice. Opens cans. Extracts fruit juices. Sifts flour, heats batter and adds milk—all at the same time. Mixes mayonnaise and automatically adds the oil.

No separate power gears are needed. All attachments just slip on and off. Change them in a jiffy. Kitchen-Kit is so simple and complete it easily saves over 200 hours of arm-straining work a year.

See Kitchen-Kit wherever quality electrical appliances are sold. Or write for catalogue of all Gilbert electric gifts.

The A. C. Gilbert Co., 666 Everett Square,
New Haven, Conn.

GILBERT Kitchen-Kit

Announcing

THE NEW
FORD V-8 CARS
FOR 1937



New and modern in appearance, the Ford V-8 for 1937 is powered by a modern V-type 8-cylinder engine. But this year, two sizes of this engine are offered—an improved 85-horsepower size for maximum performance—a new 60-horsepower size for maximum economy. It is still one car, one standard of size and comfort. With the smaller engine optional in several body types, a new low price is brought to the Ford line. The 1937 Ford is a beautiful car, inside and out. It is marked with many improvements for greater comfort—greater safety. It is more than ever

THE QUALITY CAR IN THE LOW-PRICE FIELD



10,000 MONTANA RELIEF WORKERS MAKE WHOOPÉE ON SATURDAY NIGHT

THE frontier has returned to the cow country. But not with cows. In the shanty towns which have grown up around the great U. S. work-relief project at Fort Peck, Montana, there are neither long-horns nor lariats. But there is about everything else the West once knew with the exception of the two-gun shootings; the bad men of the shanty towns are the modern gangster type of gun-waver. The saloons are as wide open as the old Bull's Head at Abilene. The drinks are as raw as they ever were at Uncle Ben Dowell's. If the hombres aren't as tough as Billy the Kid they are

tough enough—particularly on pay day. Even the dancing has the old Cheyenne flavor. These taxi-dancers with the chuffed and dusty shoes lope around with their fares in something half way between the old barroom stomp and the lackadaisical stroll of the college boys at Roseland. They will lope all night for a nickel a number. Pay is on the rebate system. The fare buys his lady a five cent beer for a dime. She drinks the beer and the management refunds the nickel. If she can hold sixty beers she makes three dollars—and frequently she does.



THE LAW TOTES A GUN

In the Wild West town of Wheeler,* near Fort Peck, Montana, Frank Bresnik (Left) is the law. He used to be a traveling salesman in Atlantic City. His pals are Realtor Walt Wilson and Publisher Jerry Reinertson.

FRANKLIN ROOSEVELT HAS A WILD WEST

AND you are looking at it in the photographs on these nine pages. It is about as wild and about as far west as the Wild West which Franklin's cousin Theodore saw in the Eighties. Its shack towns, of which you see one opposite, are as wide open and as rickety as git-up-and-git or Hell's Delight. The only real difference is that Theodore's frontier was the natural result of the Great Trek to the Pacific, whereas Franklin's is the natural result of \$110,000,000.

The \$110,000,000 is being spent on a work-relief project in North-eastern Montana. The project is an earthen dam—the world's largest—2,000 miles up the Missouri from St. Louis. The dam is intended to give work to Montana's unemployed and incidentally to promote the carriage of commerce on the Missouri. Whether or not it will promote the carriage of commerce is a question, but as a work maker it is a spectacular success. It has paid wages to as many as 10,000 veterans, parched farmers and plain unemployed parents at a time.

That it has also provided extracurricular work for a shack-town population of barkeeps, quack doctors, hash dispensers, radio mechanics, filling station operators and light-roving ladies is partly the army's fault. Army engineers, loaded with a project they didn't want and hadn't recommended, resolved to put it through on a strictly business basis. They built a decent town for their workers called Fort Peck City, fully equipped with dormitories, hospital, sanitary equipment, etc., but they provided quarters only for the workers—not for all their families. For those quarters they charged rents which left the married worker without enough margin to support a second home for his family somewhere else. Consequently, to keep his family housed and to dig himself in for the winter freeze, the married worker and his friends moved a few miles off the reservation and built the shanty towns you see here.

There are six of them, short on sanitation, long on bars and only restrained by the kind of law you see at the top of this page. Wheeler, Montana, has 3,500 inhabitants and 63 small businesses of one kind or another—mostly another. A second is hopefully named New Deal. A third is Delano Heights. A few miles away are Square Deal, Park Grove and Wilson. The Red Light suburb is Happy Hollow. Margaret Bourke-White's pictures enable you to observe at close range the labors and diversions of their inhabitants.

*SEE IF YOU CAN FIND THE MOOSE ABOVE IN THE MAIN STREET PICTURE ON THE RIGHT. (ANS: FOURTH BUILDING FROM RIGHT, FACING YOU.)



THIS IS WHEELER, MONTANA



ONE OF THE SIX FRONTIER TOWNS AROUND FORT PECK IN MR. ROOSEVELT'S NEW WILD WEST.



THE NEW WEST'S NEW HOTSPOT IS A TOWN CALLED "NEW DEAL"

THE COW TOWNS THAT GET . . .

A relief project started the new Wild West. But you don't need a government loan to build a house there. For \$2 a month you can rent a fifty foot lot in Wheeler from Joe Frazier, the barber over in Glasgow, 20 miles away. Joe had the good luck to homestead the worthless land on which shanty towns have sprouted. You then haul in a load of grocer's boxes, tin cans, crazy doors and building paper and knock your shack together. That will set you back 840 to 875 more. You then try to live in it in weather which can hit minus 50° one way and plus 110° the other.



THE ONLY IDLE BEDSPRINGS IN "NEW DEAL" ARE THE BROKEN ONES.

... THEIR MILK FROM KEGS

Water in the cities of the new Wild West comes from wells, many of them shallow, some condemned—and at that it may cost you a cent a gallon. Sewage disposal is by the Chic Sale system. Compulsory typhoid inoculation is non-existent. Fires are frequent—Wheeler has had 20 more or less this year. Nevertheless the workers here refuse to move to the Army's sanitary barracks. Life in barracks is too expensive; life in the shanty towns too gay. When the Army tried compulsion they wrote to Montana's Senator Wheeler for whom their metropolis was named. They won.



UNCLE SAM TAKES CARE OF THE INDIANS: THE LITTLE LADY, HERSELF.



LIFE IN THE COWLESS COW TOWNS IS LUSH BUT NOT CHEAP.

THE TIN CITY RODEOS . . .



LT. COL. T. B. LARKIN IS BOSS

COMPETITION between hot spots in the shanty towns of the 1936 Wild West is as keen as it is in New York. Ruby Smith's place (*below*) is an old favorite which has held up. Ed's Place (*opposite*) is slipping. Some say the customers are turning against Ed's murals. But Ed is faithful to them. He boasts that the painter, one Joe Breckinridge, averaged only twenty minutes a panel. Bar X (*below*) is almost as popular as Ruby's. Bar X is more dance hall than bar but that doesn't prevent the customers from drinking, or the taxi-dancers either.



BAR X



RUBY'S PLACE

This is the beer bar. The only drink you can legally sell by the glass in Montana is beer and you mustn't sell that to Indians. For the heavy liquor the customers go to another bar behind. It's merely a formality. The back bar is just as open.



ONE-FOURTH OF THE MISSOURI RIVER

This apparatus goes into one of the four diversion tunnels which will carry the river around Fort Peck dam during construction, will later control release of water. With sections in place, the steel spider web will be removed. Theoretically.



THE NEW FRONTIER TOWNS AROUND THE FORT PECK DAM PROJECT

... RUN ALL NIGHT

LIFE in Montana's No. 1 relief project is one long jamboree slightly joggled by pay day. One of its shanty towns has 16 all night whooperies. The workers are on night shift as well as day with the result that there is always someone yelling for a whiskey or calling on the little ladies of Happy Hollow. College boys mingle with bums in the crowds. Bill Stender, at the bottom of the page, is a Texas U. footballer who bonces for Ruby Smith. He hopes to get to be a football coach when he graduates but he is studying history and engineering just in case.



MAJOR CLARK KITTRELL IS No. 2



ILL RUN THROUGH THIS STEEL "LINER"

Relief workers at Fort Peck are building things like diversion tunnels. Actually they are building Wheeler and New Deal and the rest of the relief-aided towns.



RE 275 MILES BY ROAD FROM BILLINGS, MONTANA



ED'S PLACE



RUBY HERSELF

Ruby, second from the left is the founder of the town of Wheeler—and its rich woman. What she learned in the Klondike she has turned to good account. Bill Stender of Texas U. (the big fellow above) is keeping in condition as her boncer.





THE pioneer mother can trek in broken-down Fords as well as in covered wagons. And she can crack her hands in the alkali water of 1933 as quickly as in the alkali water of 1849. When the Fort Peck project opened in 1933 the roads of Montana began to rattle with second-hand cars full of children, chairs, mattresses and tired women. Most of them kept right on rattling toward some other hopeless hope. Some of them parked in the slummy towns around Fort Peck. There, their women passengers got jobs like Mrs. Nelson (right) who washes New Deal without running water, or tried their feet at taxi-dancing like the girls on the preceding pages, or made money like Ruby Smith on page 15, or gave birth to children in zero weather in a crowded 8 by 16-foot shack like many an unnamed woman of New Deal and Wheeler. The girl at the bar (above) who works as a waitress ("hasher") takes her child to work with her because she can't leave her at home. She sits on the bar while her mother kids with the customers. The group on the right, it will be noticed, resembles a statue recently erected to the Pioneer Mother of the old frontier. No statues are expected at New Deal.



NIGHTS: FINIS

LIFE on the American Newsfront: In Washington



The Social Security Board prepares to launch the New Deal's annuity-for-oldersters from the old Labor Department Building. Effective date: Jan. 1, 1937.



Acting Chairman Arthur Joseph Altmeyer (right) and Board Member Frank Bane plot the tremendous job of registering 20,000,000 industrial workers throughout the country, taxing their pay envelopes.



Actuary W. R. Williamson figures the most favorable rates, the lowest overhead of any insurance institution in the country.

In San Francisco—Oakland



When President Roosevelt pressed a key in Washington, Nov. 12, long-waiting autoists streamed 8 $\frac{1}{2}$ miles across the new \$77,000,000 Bay Bridge. From San Francisco (in foreground): a double-decked highway crosses three long spans, tunnels through Yerba

Buena Island, continues on across to Oakland. Toll: 65c. In the air view above, architects have drawn in one feature which no one else has yet seen: the island now being built next to Yerba Buena for a 1939 World's Fair.

In Pearl River, Louisiana



From this log house, pregnant Mrs. Effie Crawford rose from her husband's bed, went barefooted into the surrounding pine woods to give birth to a child of sin. Its father was a Crawford neighbor.



When this picture was taken, all the world believed the story Mrs. Crawford told her husband (left)—that a big brindle bulldog had brought an unknown baby to their doorstep.



Police took the baby and family opinion forced simple Mr. Crawford to give up his story-telling wife.

In Philadelphia



A Sing Sing graduate named La Normandia was bicycling away from a holdup when police shot him in the leg, caught him.



In the police car Bandit La Normandia clutches his left shoe while police apply a tourniquet to his leg. Dazed by blackjack blows, he is driven to a hospital.



Unconscious now, he is wheeled in along with his shoe, while his captors preen themselves on solving a series of holdups, most of them done by a man with blue glasses who left by bicycle.

In Alma, Wisconsin



To make a short cut from one highway to another, Dr. Joseph Graham Mayo, 34, drove along the Burlington Railroad tracks.



Before Dr. Mayo had bumped a mile over the ties an express train came roaring along at 65 m.p.h., crashed into his car, killed him and his hunting dog, Floonie, carried the wreckage half a mile back along the right of way.



In Rochester, Minn., two days later famed Surgeon Charles Mayo (above) buried his son and Floonie in the same casket.

LIFE on the American Newsfront: In New York



Ina Claire was playing *End of Summer* in Chicago Nov. 12 when the American Academy of Arts and Letters in New York awarded her its gold medal for good diction. Proudly Actress Claire replied in a special radio hook-up: "You did not pick

a very good advertisement for higher education. My primary school was vaudeville." Then she went to her stage dressing room (above), removed her hat, tinkered her curls while her maid tinkered her dress, began making up with an eye brow pencil.

In Sea Island, Georgia



To this beautiful home Eugene O'Neill, onetime *Bowery* bum, was able to retire in 1932 with his wife. There, with the ocean in his ears, the greatest American playwright added to his already great reputation by writing *Ah, Wilderness!*, *Days Without End*. Last year the few visitors who saw the dramatist among the nearby dunes (right),



reported that O'Neill was at work on a cycle of eight plays, depicting five generations in an American family. Last month the O'Neills moved to Seattle "to get the feel of the Northwest." To Playwright O'Neill in Seattle on Nov. 12 came news that the Nobel Prize Committee had awarded him its 1936 prize for literature.

In Ithaca, New York



Cornell Trustees J. Frederick Schoellkopf, Jr., of Niagara Hudson Power Co. (left) and Myron Taylor of U. S. Steel turn up at the university, attend a meeting to elect a new president for their Alus Mater. The trustees' choice: Dr. Edmund Ezra Day (right), 52, director of the Social Sciences Division of the Rockefeller Foundation.

In Augusta, Georgia



Highest U. S. Catholic lay honor is the Laetare (literally: "rejoice") Medal awarded by Notre Dame University. On Nov. 8 Notre Dame's president, the Very Rev. John F. O'Hara (left) pins the medal on proud Richard Heild, publicity director of the Catholic Layman's Association of Georgia, editor of the Association's *Bulletin*.

In San Francisco



No ordinary cemetery is the burial place of the Ning Yung Benevolent Association. It exists for Chinese whose last wish is to be buried in China.



Since few can pay \$500 to have their bodies shipped home, Chinese join Ning Yung and when they die are buried here. Every ten years the cemetery presents the ghouliah appearance shown above.



Wooden markers are knocked down, shallow graves opened and the bones of members long enough dead are exhumed.



A skull is shovelled out without ceremony. Exhumation, plus shipment and reburial, costs \$10.



With the hair pulled off, the set of bones is placed in a tin-lined box and hermetically sealed.



Addressed in care of a Hong Kong hospital, the box becomes part of a 12-ton cargo, now awaiting shipment.



Poo Chong, too recently dead, must wait ten years for the next shipment. Meanwhile Pon's well-to-do relatives have bought him a granite headstone, a fence.

In Philadelphia



Out of his seat at the premiere of *New Faces* jumped Mayor S. Davis Wilson (above), to demand the removal of a skit caricaturing Mrs. Franklin D. Roosevelt.



What Mayor Wilson objected to was the scene above in which Girl Scout Lender Roosevelt delivers an address on "Babies." That the skit also caricatured Mrs. Herbert Hoover (*at right*), Mayor Wilson said was "an outrage, too". Next day, shown a favorable comment on the show by James A. Farley, he let it go on with minor changes.

"OVERWEATHER"

AT 35,000 ft., it never rains, never snows, never storms. In this perpetually fair weather winds blow steadily from West to East. Supreme, though semi-secret goal of U. S. commercial aviation today is to get transport planes up near these placid altitudes, whip them across the continent in 8 or 10 hours. First, however, aeronautical engineers must learn how: 1) to seal the plane and condition its air supply against thin atmosphere and sub-freezing temperature; 2) to equalize inside the plane, stresses and strains caused by rapid changes in temperature and by hermetically sealing those portions of the ship containing passengers or crew. To these problems, Transcontinental & Western Air has allotted \$1,000,000 and its best technical brains. As a starter, that company has coined and copyrighted the word "overweather" to de-

scribe its service of the future. And every day it sends its chief test pilot up to 35,000 ft. in a specially-equipped Northrup Gamma for experimental data.

On this topographical map of the U. S., readers will find a brief diagrammatic history of transcontinental air transportation, notable airplane and balloon expeditions into the stratosphere, characteristic cloud formations and prevailing storm tracks on the North American Continent. Most dangerous flying area, with the worst weather conditions, is over the Allegheny Mountains where hot "weather" from the Southwest usually meets cold "weather" from the Canadian Northwest with violent storms as a result. But somewhere around 20,000 ft., even these disturbances lose their punch, leaving the upper air route always fine and fair for an "overweather" plane.

THE NEW
"OVERWEATHER"
PLANE WILL
TRAVEL UP TO
THE 30,000
FOOT LEVEL





NOV. 20, 1933
SETTLE & FORDNEY
61,237 FEET OR
11.59 MILES



JULY 28, 1934
"EXPLORER I"
STEVENS, KEPNER
AND ANDERSON
60,613 FT. = 11 MILES



OCT. 23, 1934
PICCARD
57,979 FEET OR
10.9 MILES



70,000 FT.



AUG. 14, 1936
GEORGES DETRE
48,662 FT. OR
9.22 MILES



APRIL 11, 1934
DONATI
47,352 FEET
OR 8.96 MILES



SEPT. 28, 1936
F.D.R. SWAIN
BRITISH ROYAL
AIR FORCE
49,967 FEET OR
9.46 MILES

SEPT. 16, 1932
UNWINS
43,976 FEET OR
8.33 MILES



JUNE 4, 1930
SOUCEK
43,166 FEET
OR 8.17 MILES



NOV. 4, 1927
GRAY
42,470 FEET
OR 8.04 MILES

50,000 FT.

APPROXIMATE BASE OF THE STRATOSPHERE

FROM 1932 ON, WITH
SUPERCHARGED ENGINES,
TRANSPORTS USE LANES
UP TO 15,000 FEET
WITHOUT OXYGEN.
AVERAGE 1936 - 6,000-11,000 FT.



FROM 1929 TO 1932
TRANSPORTS DID BLIND
FLYING UP TO 6,000
OR 7,000 FEET.



FROM 1919 TO 1928, AIR TRANSPORTS RARELY
WENT INTO OR ABOVE CLOUDS BECAUSE
THEY DID NOT HAVE ADEQUATE BLIND
FLYING INSTRUMENTS



"SHENANDOAH" LOST
IN LINE-STORM OVER
OHIO, SEPT. 3, 1925.
ALTITUDE 3-6,000 FT.



ATMOSPHERIC PRESSURE
AT 34,000 FT. IS 1.7 LBS.
PER SQUARE INCH.

30,000 FT.

20,000 FT.

ATMOSPHERIC
PRESSURE AT 17,000 FT.
IS 7.35 LBS. PER
SQUARE INCH.

10,000 FT.

ATMOSPHERIC
PRESSURE AT
SEA LEVEL IS
14.7 LBS. PER
SQUARE INCH.

PAN AMERICAN PLANES
FLY GRADUATED LEVELS
4,000-7,000-5,000 FEET
ON THE ROUTE OF MIAMI -
HAVANA - YUCATAN

TAMPICO-MEXICO CITY ROUTE
WAS THE FIRST "BLIND FLYING"
AIRLINE IN 1929, CONDITION OF
NO VISIBILITY DUE TO SEASONAL
FOG. CLOUDS REACH 35,000 FEET
OVER THE MEXICAN HIGHLANDS





The New Pupil

Bashful uncertainty overtakes the newest and tiniest girl at St. Mary's as two nuns stop to chat with her.

Chinese School

In San Francisco dwell 12,000 of the 75,000 Chinese in the U. S. In its Chinatown is the only Catholic parochial school for Chinese children in the U. S. Outside, St. Mary's school is gloomy with stone; inside, bright with crucifixes, oriental silks and pearl-beaded headgear. Here 400 Chinese boys and girls, Americans of the second and third generation, learn to say *very* instead of *velly*, to distinguish *he* from *she*. Since only Chinese may be spoken in most Chinatown homes, these youngsters start with a bare smattering of English and almost no knowledge of the land in which they were born. A third of them are Catholics when they enter kindergarten. By the time they reach the eighth grade another third have been converted. Slant-eyed and shy, for five hours a day, nine years of their lives, they read, pray, sing, and play in the U. S. manner under the tutelage of nine black-clad nuns of the St. Joseph Order. But when the 3 o'clock bell clangs the end of school, home they skip to Chinatown to lapse again into the speech of their ancestors.



Eyes Over Table Gravely curious are these unsmiling Chinese pupils as the cameraman talks to the teacher.



Any Child Loves a Fairy Story Solemn as owls and no less intent, these little Chinese girls at St. Mary's school listen to their teacher reading a fairy story.



YOUNG AMERICANS

Eight little students at the only Catholic Chinese school in America snatch a last peek at their lessons before filing into their classrooms. Most of the girls at this school in San Francisco wear embroidered tunics and beaded ornaments in their hair.



In an old album a Department of Agriculture employee turned up this picture of Franklin D. Roosevelt at wartime rifle practice in 1917.



November brings the President countless turkeys. First Presidential turkey of 1936 was this one, grown by Ed Spaulding of Provo, Utah.



Because he is the New Deal's friend, ailing Democrat Jimmy Hines was picked as the likeliest new leader of Tammany Hall.



Walter Clark Teagle



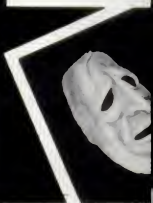
Alfred Pritchard Sloan, Jr.



William Larimer Mellon



President Roosevelt tries to put on an act with 8-month-old Kate Roosevelt.



The President's

FOR three months the country listened to the President. Now it was time for the President to listen to the country. The first thing Franklin Roosevelt heard when he settled himself behind his desk, was the unmistakable sound of Prosperity. On the New York Stock Exchange a "Roosevelt Boom" was pushing the industrial average up to its highest level since 1931. As the week went on, the boom was fed by one bullish announcement after another from U. S. industry. Walte Teagle's Standard Oil of New Jersey led off by declaring a 75c extra dividend, amounting to \$10,000,000, and Standard of Indiana went its twin 25c, or \$5,000,000, better. The Steel industry, piloted by U. S. Steel's Myron Taylor and Bethlehem's Eugene G. Grace, announced an average 10% wage raise. Andrew Mellon's nephew William, chairman of Gulf Oil, promised a stock dividend of \$113,000,000.

Marjorie Post Close Hutton Davies and her new husband, Joe Davies (above), contributed \$12,000 to the Democratic campaign. That ought to mean Ambassadorship. Only Moscow is now vacant. Gossips relished the thought of the former wife of Liberty Leaguer Ned Hutton in Russia.

Diplomatic dopesters had another candidate for Ambassador to Russia, earnest, young William Curtis Bok of Philadelphia (left).





Eugene Gifford Grace



Myron Charles Taylor



Walter P. Chrysler



A "Roosevelt Boom" carried the stock market steadily upward for nearly a week. When it leveled off the Dow-Jones industrial average was up 6.86 points and the litter of papers on the floor of the New York Stock Exchange recorded the most hush week in years. In the center of the picture (above) is the Steeple post (No. 2).



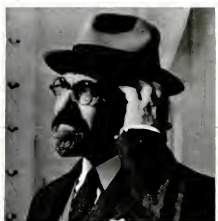
ult, newly christened daughter of son James. Kate won't cooperate



The Voice of Hearst (left) was heard through the loud, in praise of his enemy.



Not one Catholic Cardinal but two were Presidential guests. Here is George Cardinal Mundelein of Chicago leaving the White House after lunch.



Figuring that he had better see the President while he could, Ambassador Fernando los Rios of tottering socialist Spain saw him for two hours.

Album

war value. Alfred P. Sloan Jr.'s General Motors cut a melon of \$72,000,000, stockholders getting \$62,000,000 in dividends, employees \$10,000,000 in bonuses. Finally Walter Chrysler's Chrysler Motors declared a record dividend of \$24,000,000. Franklin Roosevelt himself could not have staged a more impressive demonstration of the benefits of Roosevelt Rule than his old enemies did for him. The President heard also the Voice of William Randolph Hearst, saying: "When was a great admirer and supporter of Mr. Roosevelt . . . thought that Mr. Roosevelt resembled Jackson. Perhaps was more nearly right than later." Pleased with what he heard, the President picked his fishing tackle to go aboard the *Indianapolis* Nov. 17 for the cruise which will take him to the Caribbean and perhaps to the Pan-American Conference at Buenos Aires.

With great deference Mr. Roosevelt received Eugenio Cardinal Pacelli, Papal Secretary of State, the man who may be the next Pope. But with even greater deference did good Catholic Postmaster General Jim Farley kneel to kiss the Cardinal's ring.

To open the San Francisco bridge, the President presses the telegraph key (right) with which Taft opened the Alaska-Yukon Exposition, Wilson the Panama Canal, himself Boulder Dam.





JOHN STEUART CURRY

Curry of Kansas

THE shirt-sleeved man with the pipe (left) is John Stuart Curry, just turning 39. Some of this Kansan's pictures of excitement in general and of Kansas in particular are shown on the three following pages. The mural of judge, lynchers and groveling fugitive (below) he is now finishing for the U. S. Supreme Court building. On December 1 he will accept one of the strangest jobs ever offered a U. S. artist. His title will be "artist in residence" at the University of Wisconsin. At \$4,000 a year his duties will be to mingle with undergraduates, ramble over Wisconsin farmland for pictures and occasionally drop remarks about the Appreciation of Art to students.

Wisconsin's apparent object is to steal Curry from his native Kansas, which has notably failed to buy his pictures. Curry's father, a stockman in the hamlet of Dunavant, shocked the neighbors by taking his honeymoon in Europe (see FATHER & MOTHER on opposite page). His mother early told Son John about the wonderful Rubens paintings she had seen in London's National Gallery. But when John began drawing on his slate in arithmetic class, he put down what he knew—crowing cocks and cackling chickens. Says he today: "Pictures are foolishness when you can have reality."

The Greatest Painter Kansas has produced, John Stuart Curry, has long resented his State's failure to appreciate him, its criticisms of his Kansas pictures. His canvases were once available to Kansans at \$15 apiece. Now his agents, Manhattan's Walker Galleries, ask over \$1,000 a picture. Currys hang in New York's Metropolitan and Whitney Museums, Michigan's Hackley Art Gallery.

When Curry attended the Kansas City Art Institute in 1916, his fellow-students laughed at his pictures and his 75c paint box. He went on to the Chicago Art Institute, took two years off to play halfback for Geneva College. He failed at magazine illustrating, was supported for two years by Art Patrons Seward Prosser and Gertrude Vanderbilt Whitney. By the time he was on his own (1929), he was painting real pictures. That year he moved to Westport, Connecticut, continued to paint Kansas. In 1931 he went traveling with Ringling Bros. circus, painted elephants, trapezists, clowns. Westport, learning to appreciate him, commissioned him to do a double mural for its high school. By this year his reputation had grown sufficiently substantial for the United States Government to take him up as one of its crack decorators of New Deal buildings in Washington. Big, round-faced and cheerful-looking, Curry is actually gloomy and uncertain of himself, has repeatedly decided he is no painter at all.



CURRY AT WORK ON A MURAL FOR THE U. S. SUPREME COURT

Curry of Kansas (CONTINUED)

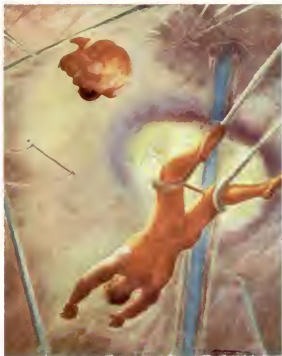
Sanctuary (at right) depicts one phase of the temperate Kansas weather as the Kaw River, near the elder Curry's house, floods. Wet skunks, mother and young, move in on an already overcrowded island refuge to the obvious dismay of one hog. This recent (1933) picture is for sale at something over \$2,000.

Line Storm (1934) (below) is owned by Playwright Sidney Howard. It shows a thunderstorm breaking over the rolling Kansas farmland, where every hill gives a 30-mile view. The farmer saw the storm coming, got his hay loaded, is caught by Curry at the moment when his mules start for the barn, down the hill, across the road, as the first lightning smacks at the next town.





Circus Elephants (above) though one of the most spectacular products of Curry's circus tour, still awaits a buyer. Circus people liked Curry, like his pictures, though they, like most professionals, quibble over small technical errors. In joining the circus, Curry was looking less for dramatic subjects than for cheap models in action night after night, on which to improve his draughtsmanship.



The Flying Codonas (left) shows the Great Alfredo Codona just after leaving his trapeze, spinning in air. He hopes to come out of the spin, a triple somersault, just in time to catch the hands of his brother Luis, who has brought his trapeze almost up to the dizzy moment of pause at the end of the swing. The Whitney Museum of New York owns this vital Curry canvas.



↑
 QUEEN MARY KING GEORGE V DUKE AND DUCHESS OF EDINBURGH

↑
 Victoria KING EDWARD VII AND QUEEN ALEXANDRA
 QUEEN VICTORIA OF SPAIN



HELEN HAYES AS VICTORIA

"GREATEST LIVING ACTRESS"

HELLEN HAYES, as Queen Victoria in "Victoria Regina," has grown old gracefully some 300 times before some 330,000 paying customers. Since its December 1935 opening the play has taken in nearly \$1,000,000 (of which \$100,000 has gone to Miss Hayes). It has burned more than 1000 candles in its first scene and has consumed untold gallons of whipped cream in Prince Albert's shaving scene (*see opposite page*). Sometime this winter Miss Hayes & Co. will leave New York for a year's coast-to-coast tour, perhaps go on to visit foreign shores.

Victoria came to the throne a queen in 1837 and died an empress in 1901. Shown above is the play's last scene—that great moment in British Imperial history when, aged 78, Victoria Regina et Imperatrix celebrated her

Diamond Jubilee. Around her stand her royal relations, including four grandchildren—future kings and queens-to-be. Outside, the crowds cheer and weep.

Helen Hayes is now hailed by Noel Coward and many others as "the greatest living actress." Behind her lies a long road strewn with memorable successes, beginning with *Dear Brutus* in 1919 and including *Bab*, *What Every Woman Knows*, *Coquette* and *Mary of Scotland*. Simultaneously she was making her mark on the screen (*The Sin of Madelon Claudet*) and in radio (*The New Penny*). The story of her private life is as plain and happy as she is plain and great. She had a mother to fashion her childhood. She met her man. She had her child. Turn the next page and see all three.



VICTORIA (center rear) misunderstands when she finds her Albert returning a fallen rose to Lady Jane.



"DRINK TO ME ONLY WITH THINE EYES," sings good Prince Albert as his royal wife mutely asks forgiveness.



JEALOUS VICTORIA asks Albert, where he has been all night. Busy with Government, Albert writes quietly on.



IN 1877, AT BALMORAL, Attenborough announces Prime Minister Benjamin Disraeli to the old Queen.

The scene most people will remember

IN *Victoria Regina*, the scene most people watch for, the one they remember longest, is the one where the young Queen discovers her gentle consort doing something strange and wonderful before his mirror (see below). The dialog:

Victoria: "What are you doing?"

Albert: "Shaving."

Victoria: "Oh! How exciting! May I stay and watch you?"

Albert: "If it would interest you, Weibchen."

Victoria: "But, of course! To see you shaving is wonderful! Something I never thought of."

Albert: "Oh? Did you think one did not have to shave at all?"

Victoria: "I never thought about it—till now."

... You see, Albert, I have never seen a man shave himself before."

Albert: "No, I suppose not."

Victoria: "How often do you have to do it? Once a week?"

Albert: "Every day."

Victoria: "Every day! But how absurd! It can't grow as fast as all that."

Albert: "Oh, yes, it does."

Victoria: "How very troublesome! Why, I only cut my nails once a week."

Albert: "Nails can wait longer; beards won't."



Helen Hayes' Childhood



HELEN HAYES BROWN was an obliging young miss of nine months when her mother, Mrs. Catherine Estelle Hayes Brown of Washington, D. C., posed her on a bear rug for a photographer. Mother and daughter have always been as close as this in their early camera study (below). Thwarted in her

notices failed to upset 9-year-old Helen. But Helen's first successful appearance failed to reconcile Father Brown to his women folks' stage fever. He insisted that his ambitious daughter continue with her



own theatrical ambitions, Mrs. Brown saw in her gifted little girl a means of vicarious fulfillment. In 1908, when Helen was 8, the Columbia Stock Company of Washington was looking for a child prince to eat too much jelly cake at a picnic. Alert Mother Brown wangled the part for Daughter Helen, who performed it with able relish. When, shortly after, the child prince showed an unwelcome tendency toward pigeon toes, she was hustled off to a swank Washington dancing school

parochial school education to the exclusion of acting. Then one day no less a personage than Baltimore's great Cardinal Gibbons (below) saw Helen in a convent musicale and upon her performance bestowed his approval. Then and there Helen Hayes' career was definitely set, though pious Mr. Brown still stipulated that his daughter's schooling go on. In 1917 the Hayes education came to a solemn end when Helen was demurely graduated from Washington's Sacred



Heart Academy. Meanwhile Helen in her early tramping days had won the affection of beautiful, buxom Lillian Russell (below) who became a kind of fairy godmother to her. In her later years this opulent wife of the late Alexander Pollock Moore was Helen's hostess whenever the latter passed through Pittsburgh.



run by matronly Minnie Hawkes (above left). At the school's May Ball, her jelly cake period well behind her and her stance greatly improved, Helen played the part of a Gibson Girl with such talent that Lew Fields, impressed, gave her her first professional engagement in the role of Little Niece in *Old Dutch* (above right). The fact that *Old Dutch* oddsters crowded her out of the press



HELEN HAYES' EDUCATION, despite paternal insistence, was not confined to the classroom. In 1910, she appeared with John Drew in *The Prodigal Husband*. As the prodigal husband's adopted daughter, she played doll house with him in the first act (above). Critics called her "fanciful," "whimsical," "spritely." Mr. Drew called her "Childie."

With *The Prodigal Husband* Helen Hayes' theatrical childhood came to an end. Upon her graduation from the Sacred Heart Academy, she stepped out as a full-fledged professional in *Pollyanna*. Thus was launched an adult career which has not only kept Trooper Hayes enormously busy for nearly 30 years but has added many a lustrous memory to the U. S. stage. Before she was out of her teens, people began to compare Helen Hayes to Maude Adams. In 1919 her chance came to work for the playwright who had made Miss Adams famous. As "Margaret the Dream Child,"

opposite William Gillette in Sir James Barrie's *Dear Brutus*, she scored her first grown-up hit, had every handkerchief in the house wet in the woodland scene where the childless artist meets the daughter he might have had. Since then, one Hayes' success has followed another. Longest run was scored by *Coquette*, which, with two seasons behind it, was starting its third when, in September 1929, Producer Jed Harris abruptly closed the show. Miss Hayes, married for a year to playwright Charles MacArthur, (below), was going to have a baby. When the rest of the cast demanded salary settlements, Producer Harris tried to invoke the clause in their contracts which relieved him of responsibility in case of "fire, accident, strikes, riot, act of God . . ." Equity refused to hold God responsible for Mrs. MacArthur's condition and Mr. Harris had to pay up. Thereafter Mary Hayes MacArthur was tagged "The Act of God Baby."



ON THE CHESAPEAKE SHORE, Francis Van Arman Brown plays summer host to his daughter Helen and his grand-daughter Mary. Plump Papa Brown, who at first opposed his daughter's stage career, has now retired as a promoter of food displays.

CHARLES MACARTHUR became the husband of Helen Hayes in 1928. An ex-Chicago newspaper man, he has a career of his own as a playwright (*The Front Page*) and cinema scenarist (*The Soundfellow*). When together, the MacArthurs live at Nyack, N. Y.

... Helen Hayes' Child



Every day at 12:30 p.m. Helen Hayes lunches with her 6-year-old daughter Mary at the rambling old Hayes-MacArthur house overlooking the Hudson River at Nyack, N. Y. On Thursdays and Saturdays she leaves at 1 p.m. to motor to Manhattan and her *Victoria Regina* matinees, does not get home until after midnight. Other days Mother Hayes kisses daughter Mary goodnight at 7 p.m., drives to town for her evening performances. On Mondays the good-

night kiss comes earlier because Miss Hayes must zip herself into her stage costume, broadcast for Sanka Coffee before the show, broadcast again after the show for the West Coast. Tuesday and Sunday afternoons she gives exclusively to her child. Except for these irregular hours with her mother, Mary Hayes MacArthur leads a perfectly normal child's life. Each morning she is driven to the Dwight School in Englewood. Tall, thin, self-possessed, independent, pig-tailed, she plays the piano, dances, has many young friends with whom she goes bicycling. An occasional theatre goer, she has seen her mother in *Victoria Regina*, has also gone to several Gilbert & Sullivan operas and to *Jumbo*. Mary has three dogs: Hoopla, a French poodle; Caesar, a cocker spaniel; and Duke, whose ancestry is mixed.



LOVE PAT FOR MOTHER



MARY HAYES MACARTHUR

Cribbed and confined, Helen Hayes' daughter has a twinkling eye like her two twinkling-eyed parents. She will probably grow up a practical joker, like her father.



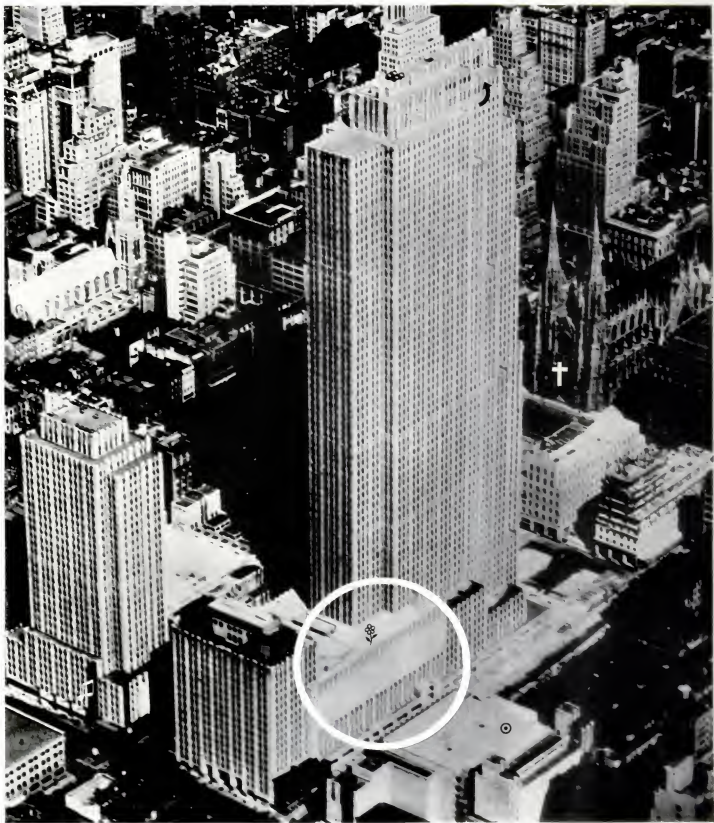
"LOVE ME, LOVE ME NOT."



YOUNG LADY'S BATH



CHARM & CHEER



MECCA of Manhattan visitors, Rockefeller Center has outranked the Statue of Liberty and the Empire State Building as a favorite tourist spot. In its biggest unit, the R C A building, N B C occupies space on 16 floors, employs 1,500 back-of-the-scenes people, presents 50,000 programs a year, grants over 4,000 auditions annually. In the circle above are N B C's 16 studios, including the largest one in the world. R C A

President David Sarnoff's office is on the northeast corner of the 53rd floor, looking out over St. Patrick's Cathedral. Shown in this picture, besides the Cathedral, are the Music Hall, the Center's moving picture house in the R K O Building; the roof gardens over the N B C studios; the Center Theatre; and the Rainbow Room, which becomes the Rockefeller Center Luncheon Club by day (see key below).

🎵 MUSIC HALL

🌸 GARDENS OF THE NATIONS

⊙ CENTER THEATRE

✝ ST. PATRICK'S CATHEDRAL

🌈 RAINBOW ROOM



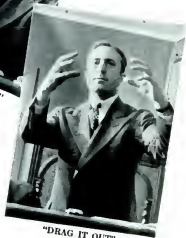
"GET BACK FROM THE MIKE"



"SOFTER"



"RIGHT TO THE FINISH"



"DRAG IT OUT"



"SWELL"

NBC



"O. K. ON TIMING"



"STAND BY"

WHEN the National Broadcasting Company celebrated its tenth birthday last week, radio as a big public act was 10 years old. Pioneer company in a \$100,000,000-a-year industry, N B C has graduated from a \$3,000,000 gross business in 1926 to \$33,000,000 in 1936. Its original network of 19 stations has mushroomed into 2 networks of over 100 stations, flashing 3 programs 17½ hours a day to some 24,000,000 grateful homes. It has broadcast from ocean liners, stratosphere balloons, Pan American Clippers, the Hindenburg, submarines, the bottom of a coal mine, the top of Pike's Peak. In more prosaic settings, it has hooked up practically everyone from Gypsy Rose Lee to the late King George of England. At a special television demonstration on November 6, R C A President Sarnoff, impressively televised, predicted that by 1946 the broadcasting of sight would be a commonplace.

By-product: Since a director's harsh word might well resound from coast to coast, a whole new language of "laundies" has sprung up. Behind two panes of heavy glass, Director Wolfe discreetly signals the performers.



"NICE WORK"



"CUT"



"BRING IT UP"



"STOP REHEARSAL"

National Bedtime Characters at Work

FRANK BLACK

He directs N B C's musical policy, frequently conducts the N B C Symphony Orchestra, draws a salary of some \$100,000—more than N B C's President.



JESSICA DRAGONETTE

Jessie Dragonette is her real name. Like Benny, she is a 100% radio-built celebrity. N B C first got her out of "The Student Prince" ten years ago and she has been loyal to them ever since. She hates having her picture taken with her mouth open and this is a rare candid shot.



JACK BENNY

His fame has been built by radio alone. His following, highest in radio: 18,000,000. Weekly salary for him and orchestra: \$7,500. Real name: Benny Kubelsky.

GYPSY ROSE LEE

She has not retired. From being an obscure strip artist, her success in the Follies has made her shape familiar to thousands. A recent guest on Rudy Vallee's hour, her voice was heard by millions.



WALTER WINCHELL

N B C's crack newscaster, he talks 15 minutes every Sunday night, sheds his tie to relieve the strain caused by a machine-gun style of delivery. Sample Winchell announcement: "Gypsy Rose Lee (pronounced Goom-Goom) is so wealthy she can retire."



ERNEST CUTTING

In charge of N B C's auditions, he listens morosely to "Home on the Range" for the 10,000th time. A screen hides his expression from the candidate.



HELEN HAYES

Since September 29, 1935, she has been a weekly N B C performer on General Foods' Sunka Coffee program. She has added to radio's kudos, not it to hers.



VALLEE AND VIOLINIST

Radio's top showman, he makes over \$100,000 a year, hates being snapped in rehearsal, enjoys sudden fits of temper like the one which alarms Violinist Rubinfeld above.

BEFORE they can go happily to bed on Sunday nights, millions of people wait up to hear Walter Winchell chatter about the news. For every one of the other dozen broadcasters candidly shown on these pages, people have risen from dinner tables, cut conversation short, stopped playing bridge, postponed bed hours. Here you see the inhalants of a new area of fame—a species of unseen celebrity whose fame and future depend on intimacy in countless homes. Employing their talents, 150 N B C advertisers last year spent \$31,150,000. Minimum fee which a national advertiser must pay for an evening hour: \$6,000. Biggest buyer of N B C time: Proctor and Gamble.



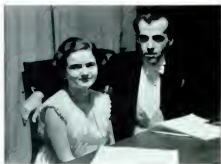
MRS. HARVEY FIRESTONE

In 1929, she composed "In My Garden" the theme song for the Firestone program. Here she is at the studio. No. 1 Firestone star: Richard Crooks.



DOROTHY THOMPSON

Recently she has earned fame as a political columnist, every now and again speaks at N B C's weekly forum, "America's Town Meeting of the Air."



RUTH SLENCZYNSKI

A top pianist prodigy, she was a recent guest performer at a General Motors Symphony Concert. Right: Erno Rapée, General Motors Symphony conductor.



PROUS little Dictator-President Vargas (above) got his job in 1930 by a revolution of livestock barons, has since suppressed several major counter-revolutions of Communists and of coffee barons.



THE towering, 130-ft. Christ at right may be seen again at left overlooking the stunning harbor of Rio. Not to be confused with the famed Christ of the Andes, 1,600 mi. away in Argentina (see map), this Christ of concrete, raised by popular subscription, is on a mountain called Corcovado (Hunchback).



Map shows Brazil contrasted with Pennsylvania. From Rio to Buenos Aires is 1,300 miles.



The Biggest

STATESMEN of 21 nations of the Western Hemisphere will sit down on Dec. 1 in Buenos Aires in Argentina, at the Pan-American Conference to talk over the great idea of an All-American League of Nations. Of the 21 nations, biggest and perhaps potentially richest is, not the U.S.A., but the United States of Brazil.

Brazil, on whose vast plateau several hundred million people could live in plenty, is called by scientists the most valuable piece of property owned by a European race. Brazil is also called "a colossal human failure." Brazilians are charming people but are incurably lazy. The original Portuguese conquistadors did not bring their wives, married Indian aborigines, and their descendants added the blood of Negro slaves to the strain. The mixture did not work.



American Republic

Brazil once produced most of the world's sugar and rubber. It lost both these businesses by sheer laziness to more energetic races. Instead of developing their vast, rich hinterland, Brazilians huddle along the coast, farming only one twenty-fifth of Brazil's good land. Only big cash crop is coffee, grown by white men on the temperate southern plateau of São Paulo.

The wealth of Brazil funnels into Rio de Janeiro, to make it one of the world's greatest pleasure-cities. Most of the panorama above shows Rio's old, aristocratic quarter. Rio's citizens, who call themselves Cariocans, spend most of their time left of the panorama, where are the shops and offices, the illegal red-light district, the Archbishop's and President's Palaces. Next week LIFE will take you to the Argentine.

Rio de Janeiro, world's most magnificent harbor. The odd hump of rock is famed Sugar Loaf Mountain. To ships coming in from the open sea at the right of the picture, first view is of the whole mountain chain surrounding Rio's deep and big harbor, pride of 1,000,000 citizens. Sugar Loaf is a granite rock, whose base long ago was drowned by the ocean.



Brazil (CONTINUED) ITS VAST INTERIOR



A rare photograph of the jungle of the Amazon basin, hot, wet, dark at midday under its perpetual tent of vines, fit home for jaguars, snakes, bugs, not colonists.



1,000 miles up the Amazon is this street of neat-clipped fig trees in Manaus, pre-War boom town of the great new rubber industry, now a dead city of 87,000 people.



Brazil's westernmost point on the Amazon is marked by this guard tower of the Portuguese conquerors. Westward the Amazon has its headwaters in the Peruvian Andes.



Loafing through the 100° heat of the upper Amazon River basin are the Indian women and children above, who

slung their hammocks between trees to avoid crawling snakes and stung animals and keep in the shade.

NOT in the Amazon basin nor in the ancient cities of the coast lies the hope of Brazil but in its vast inland plateau. The plateau is scarcely scratched by railways or roads. In it are the world's biggest iron ore reserves, practically untouched, large gold and manganese deposits. On it is room for more cattle than Argentina now raises and all the world's cotton. Foreign money is scared off by the complex and dangerous politics of Brazil. Except for small towns and villages, the plateau is almost empty.

Much of the plateau has such perfect climate that the Brazilian Government has reserved a block of 5,600 square miles of Goyaz Province for the federal district of a hypothetical future when Brazilians will cover all habitable Brazil. Most of the plateau is in the same latitude as Australia, is far more livable than much of interior Australia.



THE PLATEAU

This sleepy, noon-day scene was taken, not in frontier Arkansas in 1830, but this year in the Brazilian village of Acarahy, a pack-train town on the edge of the Brazilian plateau inland from Bahia.

The pack trains that trek into Acarahy carry the back-country's cacao crop. The photographer has caught Acarahy in a moment between pack trains. The dog in the foreground has fleas.



Into this farm clearing in a pine forest on the edge of the Brazilian plateau rode a regiment of Brazilian

militia, to give the half-breed farmer and family leaning on their fence at left their biggest thrill in years. Also

on the spot happened to be the far-wandering photographer who took this picture.

BRAZIL: ITS CIVILIZATION



Civilization is the name Brazilians give these sculptures of a Negroid man and woman, for a new Brazilian race is emerging from Portuguese mixture with Negroes and Indians. The statue stands on Rio's swank Floriano Park, hurd by Rio's big movie palaces and the Municipal Theatre (see picture below). Despite the statue, Rio's citizens, self-styled Cariocans, are predominantly white. But many a white Rio aristocrat has black kinsmen and in Negroid northern Brazil a drop of white blood makes a man "white."



The man with the black hat (center) is considered practically white in Brazil. His companion in the dance at Rio's suburb of Penha is much lighter, with definitely European features. She is an accepted white woman, happily married to the "practically white" man. The youth with grey coat and white trousers has a good mixture of Indian and Portuguese blood. All these are considerably lighter than the "white men" of northern Brazil. Brazilian Negroes all have the vote, move on terms of legal equality with pure white men.



"Artistic" sidewalks such as that shown above are typical of all Rio de Janeiro. This one leads to the Municipal Theatre.



Snake houses are the cement igloos of the snake farm shown above, where rattlesnakes and cobras give venom for snakebite serum in São Paulo, center of the coffee industry.



Rio's U. S. colony lives on this splendid sweep of beach. At the right are swank apartment houses. At the beach's far end is Fort Copacabana.

Thanksgiving Dinner

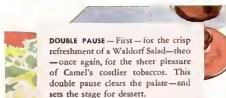
...and then the peaceful feeling that comes from good digestion and smoking Camels!



OFF TO A GOOD START—with hot spiced tomato soup. And then—for digestion's sake—smoke a Camel right after the soup.



THE MAIN EVENT—The time-honored turkey of our forefathers—done to a crisp and golden brown—and flanked by a mountain of ruby cranberry jelly. By all means enjoy a second helping. But before you do—smoke another Camel. Camels ease tension. Speed up the flow of digestive fluids. Increase alkalinity. Help your digestion to run smoothly.



DOUBLE PAUSE—First—for the crisp refreshment of a Waldorf Salad—then—once again, for the sheer pleasure of Camel's cordier tobaccos. This double pause clears the palate—and sets the stage for dessert.



WHAT WILL YOU HAVE FOR DESSERT? Reading in a circle, there's luscious Pumpkin Pie...Mince Pie *à la mode*...layer cake with inch-deep icing...a piping-hot Plum Pudding...and Camels to add the final touch of comfort and good cheer. For when digestion proceeds smoothly, you experience a sense of ease and well-being.

SO TO A HAPPY ENDING—over coffee and your after-dinner Camels. Enjoy Camels—every mealtime—between courses and after eating—and you can lean back in your chair feeling on top of the world.



Copyright, 1936, R. J. REYNOLDS TOBACCO COMPANY Winston-Salem, N. C.



FOOD EDITOR—Miss Dorothy Malone says: "It's smart to have Camels on the table. My own personal experience is that smoking Camels with my meals and afterwards builds up a sense of digestive well-being."



"**THE BEST MEAL** I ever ate would be a disappointment if I couldn't enjoy Camels," says William H. Ferguson, salesman. "I smoke Camels as an aid to digestion. There's nothing like Camels to set you right."

Good food and good tobacco go together naturally!

RIGHT down the line—from explorers living on "iron rations" to the millions of men and women who'll heartily enjoy a big Thanksgiving dinner—it is agreed that Camels set you right! They enjoy food more and have a feeling of greater ease after eating when you smoke Camels between courses and after meals.

Enjoy Camels all you wish—all through the day. Camel's costlier tobaccos are supremely mild. Steady smokers say that Camels never tire the taste or get on the nerves. And when you're tired, try this: get a "lift" with a Camel!



COSTLIER TOBACCOS

Camels are made from finer, MORE EXPENSIVE TOBACCOS... Turkish and Domestic... than any other popular brand.

FOR DIGESTION'S SAKE—SMOKE CAMELS

A dog-lover suggested our putting it *this* way...

"I've been reading some of your ads," a friend of ours wrote us, "and it seems to me there's a perfect parallel between the way you make Four Roses Whiskey and the way we go about getting a champion field dog."

"You see, there's not a single blue-ribbon winner in my kennels that just 'happened.' Every dog was planned—before he was born. His parents and ancestors were carefully chosen—to blend in him all the forthright qualities that make a dog great."

Our friend is right. Four Roses achieves its greatness in much the same way his champion setters do.

For Four Roses is more than just one fine straight whiskey—it is a glorious combination of several great American straight whiskies, each outstanding for some particular virtue: *aroma* or *body* or *smoothness* or *flavor*.

With the inherited skill of over seventy years guiding us, we here at Frankfort bring these fine whiskies together. Carefully, sympathetically, we blend the noble virtues of them *all* in one matchless whiskey—and *that* whiskey is *Four Roses*!

Every drop of Four Roses is *whiskey*—and we sincerely believe that in its deep-flavored mellowness and silken smoothness you will find more satisfaction than you've ever before drained from a glass!

For the new edition of "Irvin S. Cobb's Own Recipe Book," send ten cents in stamps to Frankfort Distilleries, Incorporated, Louisville, Kentucky.

Frankfort Distilleries, Incorporated, Louisville and Baltimore, also make Paul Jones (92 proof), Old Oscar Pepper, and Mattingly & Moore (both 90 proof)—all blends of straight whiskies.



A BLEND OF STRAIGHT WHISKIES—94 PROOF

FOUR ROSES

America's finest whiskey

regardless of age or price





THIS NICE LITTLE GIRL . . .



. . . DOES THIS AT NORTHWESTERN

Northwestern University's undefeated football team this autumn is spurred to athletic prowess by a cheering section which is spurred to vocal prowess by Miss Kathryn ("Kay") Stewart, whom you see in two poses above. This 17-year-old cheerleader is a freshman in Northwestern's dramatic school. Last year as a high school student in Sherrandoosh, Iowa, she drove 60 miles every week to an acrobatic dancing studio in Omaha, thus learned to do not only flips as above but walkovers and cartwheels. She is pledged to Kappa Kappa Gamma sorority.

ASK YOUR DENTIST DON'T GUESS

*We believe he will agree to
every one of these statements*

We think we can show you a new method of aiding mouth health—a method so easy, so pleasant and inexpensive that everyone can begin at once.

Brush your teeth regularly, of course, but *in addition*, chew Oralgene Gum several times each day! Oralgene has a firm texture, is delightfully flavored, and contains enough dehydrated milk of magnesia to help fight mouth acidity.

ORALGENE does three important things:

1. Gives teeth and gums exercise that modern foods cannot provide. All chewing gum helps but the firmer texture of Oralgene is particularly valuable.
2. It helps clean the mouth by removing food particles that even your tooth brush sometimes misses.
3. It helps correct mouth acidity all the time you are chewing.

Ask your dentist about all three of these important points. Begin now to chew Oralgene and get the advantage of this easy extra care for your teeth. That's why we say—see your dentist at least twice each year and . . .

CHEW WITH A PURPOSE—
USE ORALGENE
A NEW BEECH-NUT PRODUCT



EACH PIECE INDIVIDUALLY WRAPPED

CAMERAS CLICK NEWS OF CO



The New Hudson Selective Automatic Shift



**A flick of a finger . . . A touch of a toe
TO SHIFT TO STOP TO GO!**

2104 MILES IN 24 HOURS 32 OFFICIAL RECORDS BROKEN

(Under supervision of American Automobile Association, Bonneville Salt Flats, Utah, Oct., 1936)



In most grueling test ever given a stock car a new 1937 Hudson . . . picked at random right off the production line . . . fully equipped . . . packed years of racking punishment into a dramatic public demonstration. Covering 2104 miles in 24 hours, at an average speed of 87.67 miles an hour . . . proving endurance and performance for you before public announcement. Also on the Salt Flats, the big Hudson Eight averaged 20.02 miles per gallon, under American Automobile Association supervision.

What Others are CLAIMING Hudson has PROVED

Compare this . . . the greatest stock car performance of all time . . . officially checked and certified . . . with the unsupported claims offered you by other 1937 cars! Come in today . . . see the duplicates of this record-breaking Hudson.



In action at Utah
Salt Flats, Oct., 1936



THREE BIG STEPS AHEAD of all the rest

Yes . . . heads turn and cameras click as Hudson wheels out ahead of the 1937 motor parade. Completely new Sixes and Eights, leading the unmistakable trend to longer, lower, wider cars, with more power and easier control!

A big step ahead in driving and riding! With the new Selective Automatic Shift.* No need to tug at a gear lever or push a clutch pedal. Yet you shift smoothly and surely at any engine speed or car speed you desire. The Selective Automatic Shift does all the work, automatically.

A big step ahead in style and room! Pace-setting style outside, yet not one of the usual compromises in room or comfort inside. Passenger and baggage space that sets a new roominess record, even for Hudson.

A big step ahead in performance! UP, UP goes Hudson's power, already ahead of cars costing twice as much, to a new high of 122 horsepower. Greater performance from the world's performance champion. And the economy leader of the Eights gives you a further saving of 10% on gasoline.

*Selective Automatic Shift an optional extra on all models. For the few who may prefer standard gear lever, it is available without cost.



Solid Comfort for Six . . . widest seats wider still (front seat full 55 inches wide), front floor all clear . . . no gear or brake lever to stumble over. And windshield 6 inches wider . . . no danger of cars popping out of side streets unseen.

A STEP AHEAD IN VALUE, TOO!

Wheelbases increased to 122 and 129 inches.
Power increased to 101 and 107 horsepower in
Hudson Six; to 122 horsepower in Hudson Eight.

Double Carburetors in Both Sixes and Eights (no Six ever had it before) • Bodies 6 inches wider • Lower center of gravity • New Double-Drop "Z-X" Frame • Bodies all of steel with seamless steel roofs • Due-Automatic Hydraulic Brakes • Hydraulic Hill-Hold (an optional extra) keeps car from rolling back when stopped on grades • Radial Safety Control • 12 beautiful new body colors.

Save with Hudson's C. I. T. Low Rate Time Payment Plan.

COMPLETELY NEW 1937 HUDSON

"It's just as beautiful as from in front!"

"Look at the width of that front seat!"



Under these longer, lower, more graceful lines . . . a 122-inch or a 129-inch wheelbase, longest any car under \$1000 ever had. Interiors not only far surpass the finest of past Hudsons, but compare favorably with the luxury leaders of

motordom . . . in quality of fabrics, superb tailoring, richness of equipment. Model illustrated, 129-inch wheelbase Hudson Eight Custom Country Club Sedan, \$965 list (radio standard).



More Head Room Than Ever, though Hudson bodies are considerably lower. Lower center of gravity, with no loss of road clearance.



An instrument panel that is lovely to look at . . . yet practical and complete. Finished in exquisite two-tone walnut. And the new Hudson Teleflash System that signals a warning in the rare event that either oil or generator needs attention.

* * *



Battery Mounted Under Hood . . . easily inspected and serviced from outside, without disturbing driver or passengers. One of many new conveniences in all 1937 Hudsons.

Your nearest Dealer has a new 1937 Hudson ready for you to drive. It will pay you to compare other 1937 fine cars . . . with Hudson. Look them over. Size them up. Try them out. Compare Hudson with any other Six or Eight at any price. See all that these 3 Big Steps Ahead mean to you.

HUDSON MOTOR CAR COMPANY, Detroit, Michigan
Hudson Motors of Canada, Ltd., Tilbury, Ont.



Hudson's new 4-passenger Coupe has a full-width undivided front seat cushion. A concealed division in the back of this seat permits back to be tilted as entire seat turns on a swivel joint, allowing easy entrance for fourth passenger to rear seat. Same type 3-passenger front seat in all Broughams.

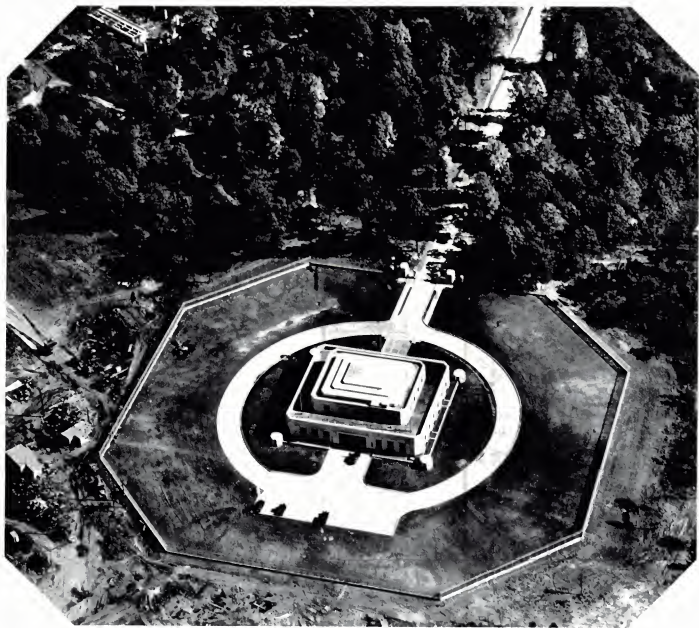
Drive CARS BUILT BY **HUDSON** \$695 and up, f. o. b. Detroit. Standard group of accessories extra.

TERRAPLANE, \$595 list • HUDSON SIX, \$695 list • HUDSON EIGHT, \$770 list • COMMERCIAL CARS, \$570 list

FORT KNOX—\$10,000,000,000

ON this page is shown the first air photograph ever published of the future gold fortress of the U. S. Within this square, squat building, in the heart of the Fort Knox army reservation, 35 miles south of Louisville, Kentucky, the Treasury Department will concentrate its \$10,000,000,000 gold hoard. That much gold, in bars about the size of big bricks, can be stored in a vault with the volume of a basket-ball court. To guard the greatest store of wealth in the world's history from seizure by foreign invasion—or civil insurrection—the Government has invoked every last trick of common sense and uncommon science. An enemy, landing on the Atlantic coast, must fight its way across 600 wild rough miles to reach Fort Knox. The roof and walls of the storehouse, layers of steel and cement, are so thick that no aerial bomb now known can pierce them. To reach

the treasure trove from the ground, looters must first get over a reinforced steel fence that may be electrified, then cross an open moat under withering machine gun fire from the "pill boxes" at each corner of the building. To get into the gold vault, looters must cut through solid barricades of stainless steel which give off poison gas under the flame of an acetylene torch. As a final safeguard, the vault itself can be completely flooded. Weakest link in this defensive chain is probably the gate and moat bridge which connect with the outside road. For scale, note the four trucks parked on the circular driveway. Some secret day early next year, when the \$600,000 Fort Knox job is all done, the Treasury, the Post Office and the War Department will start moving into this octagonal No-Man's Land from Denver, Philadelphia and New York, half the world's gold supply.





ANNOUNCING NEW GMC'S

There is a new half-ton with either 112-inch or 126-inch wheelbase and a new many-feature 1½-2 ton GMC . . . priced near the lowest . . . refinements and improvements . . . advanced streamline appearance that sets a new standard . . . Value through and through.

GENERAL MOTORS TRUCKS & TRAILERS

GENERAL MOTORS TRUCK COMPANY . . . PONTIAC, MICHIGAN



"When you're out to win— You can't afford to coast"

"During the past year Nash and LaFayette won thousands of new buyers because we offered the public 'more car' for the money . . . But we're not coasting on the success we've had . . . We're out 'to win! We want still more new customers! See our new cars for 1937. I'm confident you'll agree we're giving you more real beauty, value, luxury for your money than any other manufacturer today!"

C. W. Nash



Car illustrated is Nash LaFayette "400"

**NASH LAFAYETTE "400" . . . 117-inch Wheelbase
Remarkable 90 Horsepower Gas-Saving Motor!**

\$595
and up*

The new Nash LaFayette "400" is now more than sixteen feet long from bumper to bumper—the longest, roomiest car, by far, ever offered in its price class! It brings you the thrilling performance of a big, 90 horsepower motor—a motor so efficiently designed that it actually costs less to run than many of the smallest cars on the market today! In addition, this is the only low-priced car with all of the vital engineering features of the highest-priced cars! Be sure to see it before you buy any new car!

**NASH AMBASSADOR . . . Beauty and Luxury
never before found in cars costing less than \$2,000!**

\$755
and up*

Nash has never believed that luxury in motoring should belong only to the few. Naturally, at these prices, we can't give you a car every inch as big as cars costing \$2,000 and \$3,000. But we have found a way to build into a beautiful, big 121" wheelbase Ambassador Six and a 125" wheelbase Ambassador Eight every important advantage of the most expensive cars! When you see the Ambassador, you will realize that no car within \$1,000 of its price has ever been so luxuriously beautiful!

ON DISPLAY AT ALL AUTO SHOWS

NASH for 1937



Floyd Gibbons as Master of Ceremonies with Vincent Lopez and his famous orchestra. Famous guest stars, C. B. S. Every Saturday Night, 9 P.M. (E.S.T.)

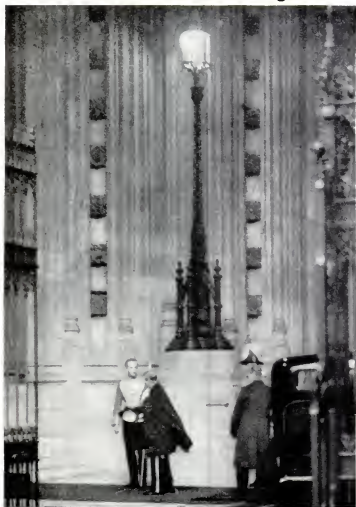
*All prices f.a.b. factory and subject to change without notice. Special equipment extra. Automatic Cruising Gear available on all models at slight extra cost.
NEW NASH-C.I.T. BUDGET PLAN
Low, convenient terms



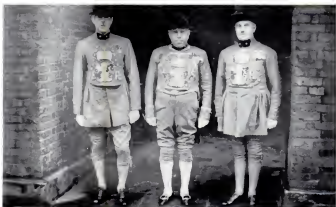
FORT BELVEDERE

King Edward VIII's favorite palace is the trim set of buildings above. Visible are the swimming pool (lower left), the tennis court behind the house, the rose and rhododendron beds (right foreground) where His Majesty gardens. The plane shown is the King's Dragon Rapscall. London is 23 miles away, the King's private airbase three miles off in Windsor Great Park near the late Queen Victoria's grave.

THE CAMERA OVERSEAS: The English



To open his first Parliament, King-Emperor Edward VIII walked up to the great door of the House of Lords Nov. 3, having arrived not in the traditional eight-brewery-horse State Coach but, for the first time in England's history, in an automobile.



The Royal Bargemaster carried the King's crown, since Edward will not be crowned until next May. Bargemaster "Bossy" Phelps (l-f) and the two Royal Watermen escorted the crown out of St. James's Palace, surrendered it to the Lord Chamberlain.



Oriental Princes, the Prime Minister's wife, waited out of the rain after the opening of Parliament. For Stanley Baldwin's Lucy it was probably her next to last big event. After next May's Coronation of the King, Baldwin may resign.



They were prepared for rain, of course, and for long hours of waiting on shooting sticks and collapsible stools. But they regretted that the King chose to whiz by in a car. However,



they had their fill of peers and peeresses. At right, the 13th Earl of Lauderdale and his commoner-born Countess Ivy, her train hiked up out of the wet.

And The Russians



In the steam-turbine shop of a Leningrad factory, serious-faced workers hear about Spain from their Communist leaders. They decided to have many other workers, to contribute a quarter of a day's pay to the Spanish Government.

And The Italians



The She-Wolf that suckled Romulus and Remus before Rome was founded was copied in stone and sent to conquered Ethiopia Oct. 7 to show the blackmoors the stuff of which Fascist Italians are made. The bronze original (above), one of the most ancient relics of European civilization, stands in a Rome museum as the symbol of Rome's ancient might. It was made by the Etruscans in 450 B.C. In 63 B.C. it was struck by lightning. The suckling twins were added by the Romans during the Renaissance; the original wolf having been "restored" by soldering and filing.



The stone replica of the ancient shark-faced she-wolf was displayed to Roman children before it was sent to Addis Ababa.



Ethiopia's Lion of Judah, raised in Addis Ababa by beaten Haile Selassie in memory of his granduncle the Emperor Menelik who bent the Italians in 1896, was shipped to Rome.



Haile Selassie's son Makonnen, Duke of Harar, playing soccer at England's St. Christopher's School, is technically a subject of Italy in Mussolini's eyes.



Mussolini in a characteristic pose has lately favored Count Galeazzo Ciano, husband of his favorite daughter Edla, as a possible II Duce the Second.



Count Galeazzo Ciano did father-in-law's errands in Berlin (Oct. 20), Vienna (Nov. 10), Budapest (Nov. 13), wearing for the first time a general's epaulettes.

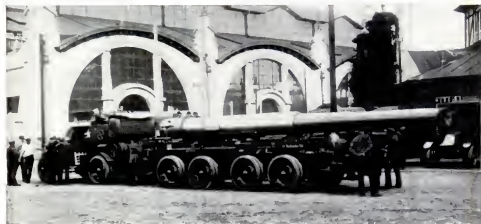
THE CAMERA OVERSEAS: The French



The new salute of the French Radical Socialists grew out of this Centre party's efforts at its Biarritz congress Oct. 24 to salute in some way unmistakably not the Socialist-Communist clenched fist or the Fascist upraised palm. Result was the self-congratulatory gesture used by U. S. prizefighters on entering the ring.



Come to rule French Morocco, able General Nogues was received in state by the 25-year-old, 13-wived Sultan of Morocco Sidi Mohammed in Casablanca. This secretly-mapped photograph is the first to be taken of such a ceremony. General Nogues will be both Resident-General and Commander-in-Chief in French Morocco.



To arm French allies in eastern Europe against Germany is the job of Czechoslovakia's French-controlled Skoda Munitions Trust, shown above as a new gun comes out of the works on rubber wheels. Few photographers ever get into Skoda plants, which produce guns and tanks at Pilsen, planes at Olomouc and make Czechoslovakia a second-class instead of a third-class power. Oct. 30 Skoda closed a big machine gun deal with Rumania.

And The Dutch



The new fiancé of The Netherlands' Crown Princess Juliana entertained Juliana at his family estate in German Silesia Oct. 19 under heavy chaperonage. Of the many pictures showing that the two enjoyed one another's company, the above was the most charming. "Beuno," Prince Bernhard Zoon Lippe-Biesterfeld, will wed Juliana Jan. 7.

And A Pole



Marshal of Poland was the honor added Nov. 11 to those already showered by Poland's ruling clique on their choice for Dictator, General Edward Rydz-Smigly (above). Caught between Nazi Germany and Communist Russia, Poles think they really need a Dictator, only fear that Rydz-Smigly is not "brute" enough. But his good manners helped win Poland promise of a French loan when Dictator Rydz-Smigly recently visited Paris. After he became Marshal, he changed his name to Smigly-Rydz to sound a little more forceful.

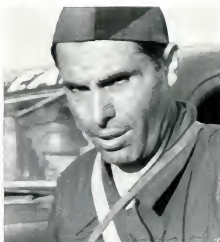
And The Spaniards



Mangada—Madrid's only victorious general.



Galan—Mangada's lieutenant.



Durruti—Anarchist general of Barcelona.

Just as Madrid seemed ready to fall to the Spanish Rebels' crack regulars and Moors, Government lines were reinforced by two grim columns Nov. 10. Called from the Guadarrama Mountain passes where they had stood off Rebels for four months, they were led by Generals Mangada and Galan, both trained Army officers. That day Madrid's defenders threw back the Rebels for the first time. General Galan left the front for a few hours to see his dying wife, killed by a Rebel air raid, then returned to his job.



The clenched fist of Socialism-Communism rose out of this meeting in Barcelona, Spanish workers' stronghold.



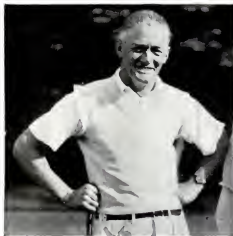
The wealth of the Spanish people has long been concentrated in Catalonia and its great city, Barcelona, whose Anarchist General Durruti (left) led a Catalan column in Madrid's rescue. In Barcelona too, grim-faced Senora Garcia has raised a well-armed column of militiamen-women. Pictures of pretty girls in arms have given the Spanish Government its most successful propaganda. But in gruesome fact the trenches around Madrid have been piled high with the bodies of brave, if foolish, Spanish women killed in action.

THE CAMERA OVERSEAS: Again, The English



English Justices bent the knee to God at their annual service in London's Westminster Abbey before the Michaelmas Law Sitting. In the first row, front to back, are 1) The ermine-caped Lord Chief Justice, 2) The Master of the Rolls,

3) The Lord Chancellor ("Keeper of the King's Conscience") and 4) The Usher. Next row are the Lords Justices of Appeal with full-bottomed wigs; behind, two score judges of Chancery and King's Bench.



Lord Nuffield gave \$7,500,000, to Oxford University to climax a month in which he lambasted the Government's complicated "belt system" of restraint and launched a new stock issue for his Morris Motors.



Winston Churchill fingered a tooth that hurt. Then on Nov. 12 he lashed at the Government's slowness in rearming, demanding for the Empire the "position of superior force" it had when he was First Lord of the Admiralty.



A seaman of His Majesty's Navy landed at Sydney, Australia, on the King's Empire business, got kissed. He—winking aristocrat Winston Churchill, he has had a tooth out. His ship: the cruiser *Achilles*.



The first warship party held off Palestine's shore since Palestine Arabs began murdering Palestine Jews last Spring, was given Oct. 31 by the officers of *H.M.S. Falani* at Haifa. Under 15-inch guns muzzled with the *Falani's* rooster

crest, Haifa's British maidens beamed again. For under a British Army Corps' guns, Arabs had stopped shooting. On Nov. 11, a British Royal Commission reached Palestine to weigh Arabs v. Jews.



This Empire servant got stabbed in the cheek in Bombay, India, Oct. 14, by the young Mohammedan tough at his side, in a wild, four-day Bombay riot between Moslems and Hindus. Inspector Wilkinson commands a police station.



The Old Berkeley Hunt, Bucks County, unintentionally opened the fox-hunting season by scaring a small member.

MR. BRUGH...

...pronounced ROBERT TAYLOR

BEAUTIFUL Robert Taylor is, as any box office man will tell you, today's Great Lover of the Screen. Last July he ranked sixth among motion picture stars in cash appeal. Since then he has appeared in two highly successful pictures (*The Gorgeous Hussy*, *His Brother's Wife*), lost one shoe to a mob of female admirers on Broadway, received more fan mail than anyone else in Hollywood. A recount now would probably give him a box office rating equal to Clark Gable's.

Robert Taylor's real name is Spangler Arlington Brugh. He was born in 1911 in Filley, Neb., where his father, Spangler Brugh, had a profitable grain business. His mother had lately read a novel whose hero was named Arlington. When young Arlington was 3, his mother developed heart trouble and his father, hoping to help her, gave up his business to study medicine, get his M.D. and practice in nearby Beatrice, Neb. Mrs. Brugh recovered.

The Brughs' only child, nicknamed "Buddy" when he entered school, alarmed his parents for a while by stammering. In high school, however, he became a debater and acted in school plays, although he preferred to play the cello in a string quartet.



"Buddy was a shy boy," says Mother Brugh of her son who is seen, above, at 3 years and left, at 8 months.

In 1929 S. Arlington Brugh entered Doane College, (Crete, Neb.), soon transferred to Pomona, about 40 miles from Los Angeles. There he swapped the "Buddy" for "Doc." In his senior year he pulled enough wires to get a screen test at Metro-Goldwyn-Mayer. But a careless cameraman forgot to focus, the test was ruined and M-G-M was not interested enough to repeat. Mr. Brugh next tried the Samuel Goldwyn studio. This time the test was in focus (see bottom of opposite page) but not worth a contract. It was six months more before M-G-M finally hired him at \$35 a week and Louis B. Mayer's secretary thought up the name Robert Taylor.



In 1914 Mr. & Mrs. Spangler Brugh planted their chubby, lace-collared 3 year old son on a photographer's table in Beatrice, Neb., with this result.



Filley, birthplace of Robert Taylor in 1911, is a Nebraska town of 183 population in the center of a wheat-farming district. Above is Filley's Main Street in 1936.



This is "Doc" Brugh as a Pomona Junior. College friends remember him as a slim, blue-eyed, six-foot Phi Delta with bushy eyebrows (since plucked). His lips are painted.

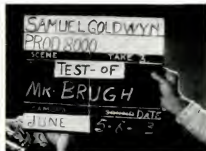


This is "Buddy" Brugh (at right in second row) with the boys of his graduating class at Bentrice, Neb., high school. The picture has been delicately retouched by M-G-M to make Great Star Taylor stand out.



At Pomona Robert Taylor played the lead in most of the college plays, sometimes went off the campus for experience. The picture shows Taylor (at left) in *Green Fire* at the Little Theater in Pasadena Hills, Calif.

BRUGH SCREEN TEST



This is what Producer Sam Goldwyn saw when he gave Spangler Arlington Brugh a screen test in June, 1933. Mr. Goldwyn's advice: "Go home and fatten up."

ROBERT TAYLOR INTO CAMILLE

THREE years have passed since his screen test on the previous page. Robert Taylor now has most of the trappings of stardom. He has a bungalow in Beverly Hills, a house in Hollywood, a camp in the Sierras. He has two secretaries and a valet. He has a Ford for work, and a Packard for pleasure. He has an official sweetheart in Barbara Stanwyck (below).

To Robert Taylor now came the last requisite of a new star—the chance to play opposite the most glamorous of movie actresses in one of the most famed, if timeworn, classics of the theatre. *Camille* is the melodramatic story of Marguerite Gautier, a beautiful but consumptive courtesan who falls in love with an ardent young man-about-Paris named Armand Duval. At the urging of Armand's father she gives up her lover, ruins her health, and is reunited with Armand only to die in his arms.

With Greta Garbo as Marguerite, Taylor was cast as Armand and able Director George Cukor (*Dinner At Eight*, *Little Women*, *David Copperfield*, *Romeo and Juliet*) went to work. Director Cukor handled the temperamental Garbo with gloves, was patient but firm with young Mr. Taylor (see above, right). After four months of struggle, the Garbo-Taylor *Camille* is now ready for release Dec. 4.



Every star must have a sweetheart; Taylor's is Barbara Stanwyck, to whom *Romance* with today's No. 1 screen lover has been a needed box-office boost.



To take a young man with the greatest shopgirl appeal in the films, but with limited acting experience, and to fit him for the high melodramas of *Camille* was the difficult job of Director George Cukor (above). "Now, remember," explains Director Cukor to Star Taylor, "this isn't Pomona, this is Paris in 1850!"



Duly instructed by Director Cukor (see picture at top), Taylor takes Garbo in his arms in true 1850, Paris style.



After a hard game of tennis he wipes his neck . . .



. . . combs back wavy brown hair grown long for *Camille* . . .



. . . gives it a final pat before facing his public . . .



. . . and ruins it all by scowling at his admirers.



He also plays baseball—in costume on the set.



Garbo can usually find in her mirror the most entrancing U.S. male face. This year it is Robert Taylor's.



In his first love scene rehearsal with Garbo, Taylor was so nervous that he allowed her to slip from his arms to the floor. But Garbo treated him much less like a schoolboy than she has some of her 16 previous leading men and by the time the scene above was shot, Taylor had acquired the confidence needed to carry her safely to a divan.

88 YEARS OF CAMILLE

Camille, by legend, is the true life story of one Marie Duplessis, the friend if not the mistress of Alexandre Dumas, *fil*, who wrote the novel in 1848. *Camille* shocked its first audiences, was banned from England for years. Practically every great actress since the Civil War has essayed the role on the U.S. stage. Bernhardt played it off and on for 48 years, from 1860 to 1908. Twentieth century *Camilles* have included Margaret Anglin, Ethel Barrymore, Jane Cowl, Eva Le Gallienne. On the silent screen *Camille* was produced five times, most famously by Theda Bara in 1917, and by Norma Talmadge in 1927.



Ethel Barrymore in 1917 with the famed Barrymore catch in her voice, had her audience in tears, made the *Camille* death scene (above) truly deathless.



Theda Bara played the role on the screen in 1917. In the scene above the Count, Marguerite's old lover, is demanding to be reinstated. Later, when M. Duval Sr. has persuaded her to give up M. Duval Jr., Marguerite takes the Count back.



Sarah Bernhardt's *Camille* in 1890 was so mad that a London critic could report: "The more delicately organized among the ladies swooned and in some instances fell from their chairs."



Eva Le Gallienne was the last great *Camille* on the U. S. stage. Above is her death scene in 1931.

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*Chessie with
her first family*



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ONE-LEGGED MAN ON A MOUNTAIN

Below, balancing himself on a ledge of the Haute Saleve, near Geneva, Switzerland, is Roger Tschumi, 27-year-old one-legged Swiss mountain climber. When he was 19, Tschumi lost his right leg in an accident. Inventing a pair of special crutches, he was able to continue his favorite sport of skiing. Soon after a little practice he was hobbling up and down almost as well as any two-legged climber. Recently, because of his daring accomplishments in the Alps, films of his feats were featured in Swiss cinema houses.



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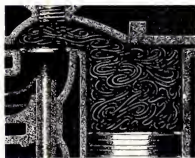
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trial photography in FORTUNE. Now her pictures of Fort Peck workers on pages 9 to 17 make a notable contribution to candid photography, bring elements of design and composition without loss of spontaneity and naturalness.

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32-33—F. H. PAUL

34-35—ALFRED EISENSTADT-PIX

36-37—(Same as pages 18-30)*

38—RUDOLF H. HOFFMAN

39—HACKLEY ART GALLERY, WALKER GALLERIES

30—WALKER GALLERIES, MR. SIDNEY HOWARD

31—WALKER GALLERIES, WRITNEY MUSEUM

38-39—GRAY-O'BELLY

34-35—Pictures from MISS RAY'S "SCRAPBOOK and from THE ALBERT DAVIS COLLECTION, CULVER SERVICE, UNDERWOOD & UNDERWOOD, GEORGE MORGAN KNIGHT JR., HARRIS & EWING

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ROTOFOTOS—bottom four PIX (2), HAUGHLIN, EISENSTADT-PIX (last)

40—ACME—E. G.—ACME

41—PAN AMERICAN AIRWAYS—E. G.

42—T. L. COMMANDER GEORGE M. DYOTT, T. R. ERNEST G. BOLT—PAN AMERICAN CRUISE—L. R. I. NEDSMITH

43-44—E. G.

47—P. L.

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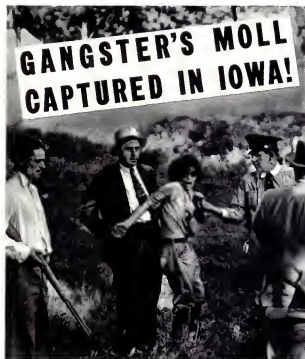
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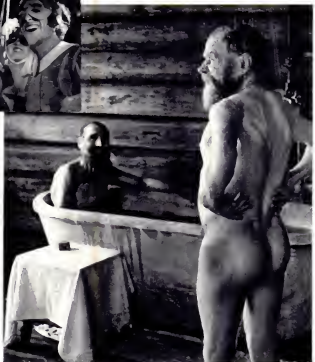


COSSACKS & STURDY WOMEN DANCE UNDER LENIN'S BEARD

RUSSIA RELAXES



Good Moscow proletarians dress up for the 19th anniversary of the Revolution on Nov. 7, make whoopee in obedience to the Dictator. Note the Marie Antoinette costume.



This picture of two Russians keeping clean was officially issued with the caption: "The collective farmer F. A. Suslaparov is sitting in the bathtub. The collective farmer M. A. Kuroshnikov is under the shower."

AFTER 18 years of grim belt-tightening, Russian Communists last year got an astonishing order from Dictator Josef Stalin. It was: "Relax a little. Be clean, neat, polite. Get culture. Dance." Obediently, gratefully, Russians relaxed and danced. Today every Russian festival includes dancing. And the Soviet Government proudly broadcasts such pictures as these to prove that Soviet Russia is now rich and strong enough safely to relax a little.

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It remained for American industry to dream such a dream... and to produce such a magic box. Not for kings alone, but for every one. A thing of beauty without... a mechanical miracle within. Its mechanism, no bigger than a hat-box, is so perfectly made that it will operate for years without any attention.

Look beneath the surface and you find that copper plays a large part in making possible the mechanical refrigerator as well as our other modern conveniences. For copper and copper alloys combine high thermal conductivity with strength and workability and resistance to corrosion... needed qualities that provide long life and low up-keep in many useful products.

Revere's Technical Advisory Service is organized to help manufacturers determine exactly what copper alloys can best meet their problems. And how these alloys can be employed to improve the efficiency and life of their products, reduce production costs... and thus obtain for these products a wider market. If you are a manufacturer with such a problem, you are invited without obligation to make use of this Revere Technical Advisory Service. For information, write to the Executive Offices.

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parts that come in contact with
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PRIVATE LIVES



LIEUTENANT SPENCER U.S.N. (1910)

For months, newspapers have been on the trail of Commander Earl Winfield Spencer not because he is commander of the U. S.



SPENCER IN CIVVIES

Navy's aircraft carrier, the *Ranger*, but because he was first husband of Mrs. Wallis Simpson. Finally cornered in a San Diego hospital where he was mending a broken leg, Commander Spencer gave out the kind of interview expected of an officer and a gentleman. "She is one of the finest women I know," he began, "but work would not allow me to partake of the social life which Wallis loved so dearly. Gradually we drifted apart. I suppose," he reflected, "that is the price we pay for a career. She was the leader of social life here at Coronado but because lonely during the times I was at sea with the fleet, her loneliness finally led her to make a trip to Europe in 1926. We were divorced in



COMMANDER SPENCER

1926, you know." Two years after Wallis divorced him (they were married in 1919 when Wallis was 22 and he a bright Lieutenant of 28), Commander Spencer married again. His second wife divorced him last summer charging him with staying out nights, locking her out of the house, dismantling the furniture and being generally irritable. Baltimore gossip told they remembered hearing of marital trouble between Wallis and Earl brought on by his quick temper



DIRECTOR LANG AND STAR SYDNEY

Not every movie director is on such good terms with his star as Fritz Lang seems to be with Sylvia Sydney. Many a director, in fact, has to be very careful of his players' feelings and temperament and has to humor them along. But Lang feels free to frolic with Sydney and jounce her on his knee—between takes of their new picture, "You Only Live Once."



MYRNA LOY, MICHAEL BROOKE (EARL OF WARWICK), WILLIAM POWELL



THE WARWICKS' HONEYMOON

Last year, the Countess of Warwick, came from England to Hollywood, worked one day as a movie extra and immediately stirred up talk of movie tests and jobs. Nothing came of them. This fall, the Earl of Warwick followed her to Hollywood, took screen tests and was promptly signed up by Metro-Goldwyn-Mayer. The Countess went back to England to her son and heir and announced that she wasn't going to be in the movies. The Earl stayed in Hollywood, posing—as film actors must—with cactus plants, airplanes,

make-up men and many a pretty movie actress. This build-up the press agents tried to make more impressive by giving out statistics on the Earl—6 feet, three quarters of an inch, 180 pounds, 25 years—and statistics on his lineage and wealth: the Earldom is 800 years old; Warwick Castle is 600 years old; the Earl's crime and art are worth \$10,000,000; his castle has 200 servants, 20 square miles of grounds, and 24 downstairs dining rooms. The Earl, whose movie name will be Michael Brooke, added that he was taking a movie job so he could afford the great expense of being the Earl of Warwick: "It hardly gave him money," he complained, "I made \$5,000 a week that would not be sufficient." His contract with Metro-Goldwyn-Mayer calls for only \$1,000.



THE WARWICKS & SON

Peggy Hopkins Joyce has achieved a great but unearned fame for being a much-married woman. Fact is, she has been married only four times and hasn't had a husband for ten years. During those ten years, however, she has been engaged or reported engaged dozens of times. On a recent Sunday, Miss Joyce made news by threatening to sue an English hotel because she found sand in her bed and the following Tuesday she made news again by announcing that she was going to marry Mr. Vivian Jackson. Mr. Jackson is an astrologist which is interesting because it is the first time Miss Joyce has been engaged to an astrologist. Mr. Jackson, who teaches at the University of London, is a wealthy amateur stockbroker and is only thirty, ten years or so younger than Miss Joyce. He is currently married but expects to be divorced by spring and, shortly thereafter, married to Miss Joyce. (Continued on p. 39)

PEGGY HOPKINS JOYCE



Take only 104 days!

Spend just \$1033 for this 26,000 mile winter

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to 21 fascinating ports in 14 famed countries!

Shore excursions abroad included

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What can you do in 104 days? Sail 26,000 miles along the Sunshine Route. Visit Havana and the fabled cities at the Panama Canal, Los Angeles and San Francisco, Honolulu, in Hawaii, Japan's Kobe, China's Shanghai and Hongkong, The Philippines' Manila.

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See Singapore and Penang, in the Malay States, Colombo, on the Island of Ceylon, India's Bombay, Port Said, Suez and Alex-



Thrill to the Sunshine Route

andria in Egypt, Naples, Genoa, Marseilles. Then swing home across the south Atlantic to New York.

What do you get for your \$1033? Your fare includes your outside stateroom on a big, smooth-riding President Liner...with ample play decks, an outdoor swimming pool, informal lounges. It includes your meals, world-famous meals, and all your entertainment on board ship.

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World-cruising President Liners sail every other week from New York, Los Angeles and San Francisco, and you may leave from any one.

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Stopover in any or all of the countries on your route, visit ashore or make side-trips, continue when you are ready on the next or another of these regular fortnightly-sailing ships.



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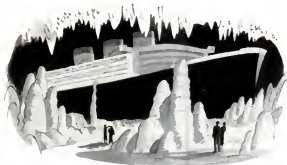


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—is exactly the same as the low
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Return limit 30 days.

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Arizona dude ranch
country has more sun-
shine in winter than any
other part of the United
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has the only direct, main
line train service to
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THAT the Big Room in Carlsbad Caverns would easily accommo-
date a great ocean liner. These magnificent caverns are now one of
America's ace attractions. They are best reached by side trip from
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geles-San Francisco).

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Southern Pacific

PRIVATE LIVES (CONTINUED)



RICHARD JOSHUA REYNOLDS III WITH PARENTS

So private has the private life of tobacco-
bar Richard Joshua Reynolds Jr. been
for the past four years, that it was some-
thing of an event for news cameramen to
get pictures of him—and especially of his
son Richard III—when the Reynolds fam-
ily emerged from their home in the Blue
Ridge Mountains of North Carolina to
see the circus. Once Richard Reynolds,
who was jailed in England for driving a
car and killing a man while drunk, used
to run his brother Smith Reynolds's close
race for the headlines. But Smith was
killed after a very drunken party given
by himself and his wife, Libby Holman.

Richard rushed home, met a childhood
sweetheart, married her and settled down
to raising trotters and rearing a family. He
has two sons, three-year-old Richard and
16-month-old John, who will share the
\$25,000,000 left by his father, founder
of the company that makes Camel
cigarettes.

Stan Laurel is the brow-beaten member
of the movie team of Laurel & Hardy. Sad-
faced on the screen, he had reason to be
sad-faced off the screen. Hardly had a Los
Angeles court ordered him to pay separate



MRS. MAE LAUREL AND A MEMORY

IMPACT



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PRIVATE LIVES (CONTINUED)

maintenance of \$750 a month to his recently estranged wife, than the court began to consider the plea of another estranged wife that she be separately maintained at the rate of \$1,000 a month. This latter Mrs. Laurel—Mae Laurel—proved to be almost as sad-faced as Stan. She explained that she had been Stan's vaudeville partner and, so she claimed, his common-law wife from



MR. AND MRS. HARPO MARX

1919 to 1925. By way of proof she posed for camera-men with a sample of her youthful beauty.

The romances of Harpo, the silent Marx brother, have received little publicity because he has a habit of referring to all his lady friends as Miss Benson—just as his brother, Groucho, calls everyone Mr. Benson because he can't remember names. Harpo's interest in Susan Fleming, movie actress, has been of long standing but his marriage to her came as a complete surprise to everyone including President Roosevelt who received the first announcement. Harpo sent a post-election telegram of congratulations to the President and announced that he, Harpo, ought to be congratulated, too, because he had been married since September 26. Asked how he kept the secret, Harpo, who is 43 and almost broke up Brother Chico's marriage ceremony by eating the leaves of a rubber plant, said his marriage license was made out in his real name, Arthur, which practically no one knows. Asked about her married life, Miss Fleming, who is 31, said happily: "Harpo only acts crazy in the movies."

The Washington wedding of Farley Smith to Laura Douglas excited a mild amount of speculation in the capital. Everyone knew that Farley Smith was the 31-year-old son of South Carolina's Senator Ellison D. Smith, able chairman of the Senate Agriculture Committee. But no one seemed to know who Miss Douglas was. A woman of mystery, though only 19, she moved into the most expensive apartment house in Washington two years ago—the one Andrew Mellon lived in—and was seen driving around in a long Cadillac with a gold-plated grille front. That is about as much as Washington still knows except that she met her groom at the Gingham Ball in Washington last year and is spending her honeymoon with the Smiths in Carolina. Farley Smith has a \$2,000-a-year job with the A.A.A. but was not named after the Democratic Party Chairman.



FARLEY SMITH'S BRIDE



FARLEY SMITH AND BRIDE

THE "JONES SEASON" IS HERE!

1937 JANUARY 10 36 7

1936 DECEMBER 10 36 7

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29						

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SAUSAGE

It's the season of bright crisp mornings—better appetites—and big old-fashioned "American Plan" breakfasts, made still better by the famed flavor of Jones Dairy Farm Sausage.

And this season—as always—Jones Dairy Farm Sausage is made after the renowned Jones recipe: choice cuts of fine young porkers, home-ground sage, pure spices—and NOTHING ELSE!

Get Jones Dairy Farm Sausage from your market man today! Treat yourself to a "Sunday Breakfast—American Plan."

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The Greentoss, famous high-wire bicycle act.

SNAPSHOTS are one thing...but a picture like this is a real photographic achievement!

And taking pictures like this is not so difficult as you might think...if you're using the famous Agfa Pfenachrome Film...the film that guarantees "Pictures that satisfy or a new roll free."

Pfenachrome—like Agfa's complete line of photographic equipment—is distinguished by that "extra margin of quality" which means so much to both advanced amateur and professional photographers. Made by Agfa Ansco Corporation in Binghamton, N. Y.





BLACK WIDOW

Hardly a week goes by that some newspaper doesn't carry the account of Man Killed by Black Widow Bite. Thriving in shelter afforded by cellars, garages and barns, the black widow spider has spread over the United States, made its poisonous power more and more evident and made itself a growing menace. One of every twenty people bitten die in wracking pain from the prick of the widow's tiny fangs.

Herewith the Black Widow's Story in three chapters

Chapter I: The Widow and Her Mate

Chapter II: The Widow and Her Children

Chapter III: The Widow and Her Enemy

I. THE WIDOW AND HER MATE



1 From her nest in a pile of rubbish or a corner of a cellar or garage or barn or outhouse comes glossy *Latrodectus mactans*:



2 The black widow, deadliest of all spiders, who can lick ten times her weight in tarantulas. Her venom is more potent than a rattlesnake's. Comes, too, a kover: a male black widow who is a quarter her size and knows that chances are the lady won't like him.



3 If she doesn't like him, she will kill him so he approaches with considerable caution, heightened in this case because she is guarding an egg sac and black widows are notoriously jealous mothers. He makes a tentative pass.



4 Happily she doesn't object. Far from it, in fact, for she rolls over coy as any comic strip fat lady and lies submissively there inviting his further advances.



5 This is pretty encouraging so he comes up closer, playing patty-hands and making pretty clear what his intentions are—but standing ready to jump away lest the widow decide that it is food, not love, she wants and, so deciding, devour him.



6 But it really is love this time. He grows bolder and more self-assured and while she hangs content and passive in her coquettish pose—black widows are always upside down—he moves forward to the try.



7 Love conquers. Even the black widow yields to romance. In an hour, her dreamy dream of love is ended. So is her little mate's job of fertilization and so, unless he is wary, are his days of security.

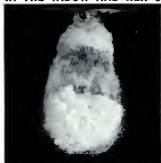


8 Being a homebody sort of spider, he would like to stay around and bring up the children. If he keeps out of the way, she tolerates him. But she may lose her temper, grab him and hug him—not love, this, but a Kiss of Death.



9 It leaves him sucked dry and bloodless a withered brittle corpse, solemnly enshrined by his hungry wife who thus brings on herself her name: Black Widow.

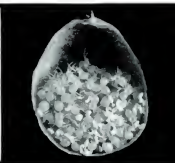
II. THE WIDOW AND HER CHILDREN



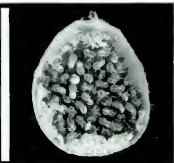
10 Love is done with. More important are the eggs which are first laid damply in a loosely-woven cup-shaped disk of web.



11 The web is drawn up and tightened and, as the widow patiently spins and dabs, the eggs are encased in a thick, strong sac of paperlike fabric.



12 In two or three weeks, if the nest is warm and the sac is undisturbed the eggs begin to hatch into squirming transparent baby widows.



13 First ones hatched are luckiest because when a baby widow gets hungry it will very likely turn cannibal and eat its younger brothers and sisters.



14 As soon as they are strong enough, they gnaw through the sac cover. They may stay around their mother's web a short while for although the black widow may not be a good wife, she is a good mother and never eats her young.



15 Soon they wander off or are carried by a passing breeze to some dark and sheltered barn or garage or outhouse or rubbish heap. A black widow must moult eight times before she can achieve motherhood and she is about six months old before she mates. Then she can hatch four sacs of eggs a year—more than 500 baby widows.

BUT...

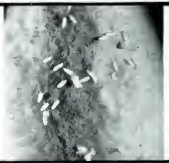
III. THE WIDOW AND HER ENEMY



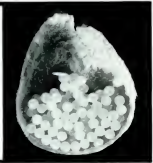
16 The deadly black widow has a deadly enemy: the rare *Gaucha araneae* or Coquillett fly which makes its home in California.



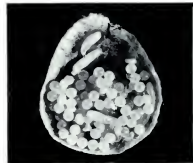
17 The black widow's dread reputation doesn't mean a thing to the Coquillett. On the widow's egg sac, right under her jealous nose, the Coquillett brazenly mates and lays her white eggs.



18 The eggs incubate and in a few days they hatch into tiny, wormlike larvae to which the guardian widow pays no attention.



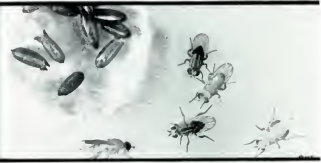
19 Through the carefully built wall of the egg sac, the innocent-looking larvae bore their way, searching for food.



20 Inside, they gorge themselves on rich, nourishing black widow eggs, while the unknowing spider stands careful guard outside. They get fat and long.



21 In a couple of days they have eaten up all the eggs and settle down comfortably in the warm sponge-like debris. In a few weeks, they are full fledged flies.



22 They push their way out and go off to look for more black widow sacs. But so rare is the Coquillett that it is not yet a grave threat to the black widow. More dangerous enemies are cold and rain or wasps, bees and pigeons who eat black widows, venom and all, with relish and impunity.

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Uses 35 millimeter film—36 exposures in one loading—less than 1 cent per negative if you load your own.

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EXOTIC by-product of Pan American Airway's new trans-Pacific route is a pastime, invented and practiced by the line's employees at barren Midway Island, which they call "Gooney Gooney Gulf." Midway Island, lying 1,380 miles west of Hawaii (but still legally within the city limits of Honolulu) rises only 50 ft. above sea-level and is covered entirely by fine white sand and a thick low tangle of scrub magnolia. Near the airport Pan American's base crew have laid out nine golf holes, running down to the beach and back. Their chief companions at play are thousands of "goonies," a large gawking bird known formally to science as the Laysan Albatross. Photographs below depict the quirkiness of play at the Gooneyville Country Club.



1 Marching forth to golf at Gooneyville you are invariably accompanied by a solemn parade of goonies who have never learned golf etiquette's first rule—Silence.



2 As you drive off, the creaking goonies lack the decency to get out of the "fairway." When hit, they throw volcanic fits but, being tough, soon recover.



3 The holes of the Gooneyville golf course are marked by poles with rags tied on them, and "winter ruffs" are used (being the ball for each shot).

OUT COMES "STARCH"—LIMP GO WHISKERS

when soaked with Williams
say these wiry-bearded athletes

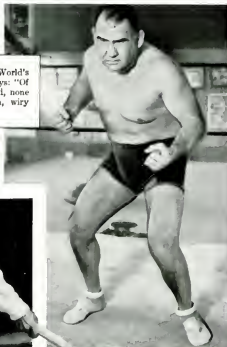


BENNY FRIEDMAN, Michigan's famous All-American star, now coach at the College of the City of New York, says: "I prefer Williams Shaving Cream because it sure softens my whiskers right down to the base—makes them a cinch for my razor to cut through. And believe me, a generous, refreshing dash of Aqua Velva after shaving makes my face feel cool and clean all day."

ED "STRANGLER" LEWIS, former World's Heavyweight Wrestling Champion, says: "Of all the shaving creams I've ever tried, none takes the 'starch' out of my tough, wiry whiskers as quickly as Williams!"



BILL TILDEN, 7 times U. S. Champion, finds: "Williams wilts every bit of 'starch' out of my whiskers. My face feels a lot cleaner and cooler, too, when I use Aqua Velva after shaving."



"Twin-Action" Shaving Cream Softens Skin—Wilts Whiskers Down to the Base!



PAUL RUNYAN, former U. S. Professional Golf Champion, says: "I've tried 'em all and come back to Williams 'Twin-Action' Cream every time for cleaner, closer shaves."

Soaks Whiskers Softer

Made by a special homogenizing process, Williams Shaving Cream has a greater capacity to hold water than ordinary creams.

1. It soaks the "starch" out of your whiskers quicker than any other popular cream, tests show.
2. It instantly softens the scaly outer skin on your face—allows blade to shave at the base of each hair. Try a tube.

Williams
Luxury
Shaving
Cream
LANCE

FEEL how tough and hard your whiskers are. Yet, your razor must cut through 40,000 hairs every day.

No matter how tough your skin or how sharp your blade—shaving will make your face sore unless you use a "twin-action" cream like Williams.

First, Williams' rich, moist lather cuts through the natural oil around each whisker—knocks out every trace of "starchy" stiffness.

Second, it soaks and softens the outer skin on your face—allows your blade's sharp edge to penetrate to the base of each whisker. You get a clean, close shave without pulling or scraping.

Complete your shave with a cool dash of Aqua Velva—closes pores, fights off irritation, keeps skin fresh all day.

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PILGRIM RUM

GOONEY GOLF (CONTINUED)



4 On the "green" you may first measure the distance of your ball from the tin can, then smooth a path for it with a pusher, replace ball, putt.



5 It is considered sporting not to improve one's lie when the ball (painted a bright red for better visibility) comes to rest beside a gooney egg.



A GOONEY GALLERY

... FROM RETICENT UNPUBLISHED PHOTOGRAPHS, TAKEN BY ROBERT E. FULTON, JR. FOR WM. MORROW & CO., AND THEIR FORTHCOMING CHRONICLE OF PACIFIC FLYING, "THE LOG OF THE CHINA CLIPPER."

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—MANY OTHERS!



An Aside to Advertisers—

The publishers of the late *Life*, which for two generations has been *JUDGE's* friendly rival for the front rank in salty American humor, have arranged for the fulfillment of all unexpired subscriptions by *JUDGE*.

The *NEW JUDGE* is going to be a grand job of magazine-making—in every way worthy of the fine humorous tradition which it has upheld. Its subscription price, incorporating the spirit and features of *Life*, will be \$1.50 a year.

JUDGE
18 EAST 48TH ST.,
NEW YORK

The immortal "CHARGE OF THE
LIGHT BRIGADE" with ERIC
FETTER and ODELL DE HAVILLAND

THE SCREEN CHARGES ONWARD

"THREE MEN ON A HILL" . . . Produced by METRO
LEROY from the biggest Broadway hit in ten years, with
LEAH RAYMOND, JOAN BONHEUR, GUY KIBBE, CAROL
HUGHES, ALLEN EDWARDS, SAM LEVINE, TEDDY HART

Dashing ERIC FETTER in his first modern role as "THE
GREEN LIGHT" with ANITA LOUISE and MARGARET
LEWIS . . . A "HUNT" BOEZE production from
INDIAN . . . the celebrated best-seller by Lloyd C. Douglas

DICK POWELL and JOAN BONHEUR in "GOLD DIGGERS
OF 1933" with these "Grand Funsters"—VICTOR
MOORE, GAILA MARIL, OSWALD PERKINS—and
the world's new dancing sensation—LEE DIXON

Responsible for many of the significant advances
in motion pictures are Warner Bros. . . first with
talking pictures, color pictures and musical pictures
. . . now leading in the creation of an entirely
new and higher standard in screen entertainment
. . . Its beginnings were seen in "The Story of Louis
Pasteur," "The Green Pastures" and "A Midsummer
Night's Dream." Progress continued with "Anthony
Adverse" and Kay Francis in "Give Me Your
Heart," and now surges onward with the produc-
tions announced on this page. This is the responsi-
bility of leadership—not only to maintain, but to
constantly better the standard it created. This
is both the standard and the responsibility of

Warner Bros.



French hunting parties are hard to crash. If the Comtesse Jacques de Hohan-Clabot (above) is a guest, you are at one of the most exclusive affairs in France.

A COACHMAN DRIVES YOU OUT . . .



AND ALL THE GUESTS HAVE FAMOUS NAMES



Comte de Fels (left) is host to the Duc d'Ayen (cross-legged), the Comte de Beaumont (looseg stockings), the Duc Pozzo di Borgo (extreme right). These noblemen lounge around until the beaters drive up the game.

Life Goes To a Party

WITH FRENCH ARISTOCRATS
AND SIR GEORGE CLERK

EVERY autumn when the fields turn brown and the hares run and the pheasants fly, French bluebloods go shooting in the grand manner. Particularly notable for its aristocratic guest list was the gunning party given this year by Edmond, Comte de Fels, the old man at the lower left hand corner of this page. His Château de Voisins near Rambouillet is about 30 miles southwest of Paris. Comte de Fels, though a self-made man of 78 who bought his good old title from the Pope, knows all the best people of France. His 20 guests assemble at the château the night before the party. Bright and early next morning a special mass is held in the private de Fels chapel. Then the noble sportsmen couch out into the fields surrounding the de Fels estate. Already on hand is a small army of beaters, either Comte de Fels servants or local peasants. They wear white smocks so that the gunners will not shoot them. The beaters take to the woods with their staves and hula-baloos and the guests loll on the ground, smoke, gossip and wait. As the game begins to appear from the woods, the gunners are assigned posts across the field. Soon they are all banging away to their heart's content.

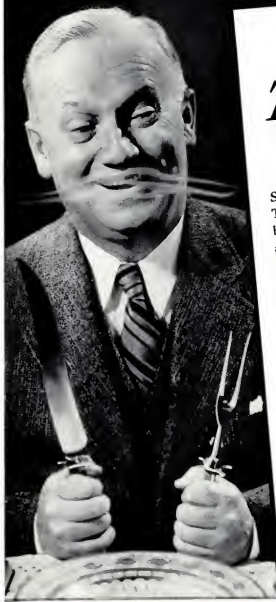


Comte de Maillé (above) has 900 years of aristocracy behind him, wants no democratic foolishness when he guns. His mother was a de Wendel (see next page).

. . . TO THE BEATERS IN THE FIELD



His Britannic Majesty's Ambassador, Sir George Russell Clerk (above, with Comtesse de Fels) travels easily with the French nobility, has little social truck with France's present pinko government. An old-school diplomat and Knight Commander of the Order of St. Michael & St. George, he speaks fine French, knows cigars, wines and guns.



Enjoy Your Thanksgivings 1940-1950

Statistics give you 25 to 30 more Thanksgivings than if you had been born a "Pilgrim Father" or a Revolutionary hero . . . Plan now to enjoy them all, and the precious years between. Exercise sensibly, watch what you eat, be moderate . . . And, if you drink, choose a whiskey that *AGREES* with you.



You want fine-tasting whiskey. But wait! Not even a professional "taster" can tell the degree of whiskey-kindness from the taste alone.

To provide men with a reliable guide to genuine whiskey-kindness, the House of Seagram went clear to the bottom of the question, "How does the human system respond to different forms of whiskey?"

Months of research by a group of trained, impartial men brought the answer: Seagram's Crown Whiskies, used in moderation, are kind, considerate whiskies, and most likely to agree with the average man.

Seagram's Crowns have all the rich, mellow taste of the finest whiskies. Now, because so skillfully blended, they are thousands of men's choice as A MOST WHOLESOME FORM OF WHISKEY, besides! Choose them at the bar for your present pleasure without future penalty. Serve them to your guests at home with assurance of their complete acceptability.

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Say Seagram's and be Sure

90 PROOF

Seagram's Crown

BLENDED WHISKIES

A MOST WHOLESOME FORM OF WHISKEY

If you like a lighter whiskey, choose Seagram's *First Crown Blended Whiskey*. The straight whiskies in this product are 5 years or more old, 24% straight whiskey, and 75% neutral spirits distilled from American grains. Bottled under this formula since May 1936.

If you like a richer whiskey, choose Seagram's *Seven Crown Blended Whiskey*. The straight whiskies in this product are 5 years or more old, 37% straight whiskey, and 63% neutral spirits distilled from American grains. Bottled under this formula since May 1936.





The "Old" is Out

Certainly there is no place in the modern scheme of things for a wall type telephone.

¶ Yet in many tastefully decorated homes we find the console type of radio simply because up to now there has been nothing more fitting available. ¶ But now comes the Zenith Zephyr design in an end table radio—to stand where the radio really belongs—by the arm of a chair or divan—a really handsome and harmonious piece of furniture with the radio completely concealed yet instantly available.

So—the "old" is out— The "New" is Here

*For 21 Years the Finest Homes in America
Have Been Proud of Their Zenith*



*Zenith Zephyr End Table Radio
MODEL 65-147
\$44.95
Prices slightly higher in West*

ZENITH
—LONG DISTANCE—RADIO
ZENITH RADIO CORPORATION, CHICAGO, ILLINOIS

*We believe
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telephone replaced the
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jalma **LEXINGTON**
MASSACHUSETTS

Life's Party

BUTLERS OPEN THE WINE IN THE FIELD



After the morning's hunting, Comte de Fels' sporting guests lunch *à fresco*. Food and wine in abundance are brought out in hamper from nearby Château de Voisins. Between mouthfuls the French aristocrats discuss their luck—which is always pretty good. The wealthy aristocratic Marquis de Paris (second from left) is the best shot at the de Fels party.

NOBLES AND PEASANTS INSPECT THE BAG



It costs Comte de Fels about \$5,000 to entertain his guests with a day's shooting. Results of that fun consist of 700 dead partridges, 250 dead hares (shown above), 200 dead pheasants. Next morning each guest is given a *bourriche* (game basket) packed with his share of the bag, to take home. The hunters get one or two birds, a couple of hares.

INDUSTRY cuts Underfoot "Overhead"! . . .



Demands just about everything . . . and gets it . . . in this newsworthy floor covering!



Waterproof!

The continual scrubbing necessary for cleanliness and sanitation in this raising plant of The California Packing Corporation raised hob with previous floors. Water-proof, rot-proof, acid-proof *Mastipave* solved the perplexing problem.



Quick!

Two big problems faced this building management. First: it was a basement floor. Second: space was needed immediately. *Mastipave* proved the one covering suitable for basement use . . . 29,000 square feet were laid in 3 days.



TRAFFIC-PROOF!

Ten million people a year shuffle and scuff this terminal floor, dropping many a cigar and cigarette stub. Tests showed that only *Mastipave* would stand this terrific abuse.



WEAR-PROOF!

100 new double-deck motor coaches in New York and an equal number in Chicago are the latest addition to the world-wide line of transportation fleets that use *Mastipave* exclusively!

ACID-PROOF!

The Scripps-Howard Washington Daily News found *Mastipave* so satisfactory that the Cincinnati Post has also installed this floor covering in editorial and engraving rooms.

WATER-PROOF, rot-proof, vermin-proof . . . tough, yet softly resilient . . . self-healing, if cut or scratched . . . almost wear-out-proof . . . *Mastipave* gives Industry what it wants in a floor covering . . . with lower installation cost and reduced maintenance. Easily laid, without interruption to industrial activities . . . ready to use the instant it is down, *Mastipave* is today's flooring answer to America's quickening business pace! Made in rolls and factory-cut tiles. Write for "Case Histories" . . . free . . . ask for booklet "L".



San Francisco, California

THE PARAFFINE COMPANIES, INC.

Somerville, New Jersey

LOWER MAINTENANCE!

Dust from a rough, splintery, hard-to-sweep floor continually damaged stocks in the storehouse of a great transcontinental railroad. Then the floor was *Mastipaved*. Dust-free maintenance is now easy.

THE LOW-COST, LONG-LIFE FLOOR COVERING
MASTIPAVE

Fun Chart of SOUTHERN CALIFORNIA

KEY

In this year 'round playground, costs are 15% to 32% less than the average of 20 leading U. S. resorts. Southern California is just overnight, even from New York, by plane; 2 1/2 to 3 days by train, 5 to 7 by auto or bus, 2 weeks via Panama.

REVERLY • HILLS • GLENDALE
• PARADISE
• SANTA MONICA • HOLLYWOOD • POMONA
★ LOS ANGELES
• LONG BEACH

PACIFIC OCEAN

California

Mexico

Come . . . Do All These Things Yourself This Winter. Look How Easy and Inexpensive It Is!

For lack of space, we had to leave off this chart a lot of other kinds of fun you'll enjoy this winter. But we hope we retained enough to indicate that you can have a good time.

For world travelers have told us (so often we're becoming convinced) that there's more change and variety here than in any other single resort anywhere. Mile-high mountains and forest girdled lakes, for instance, as well as ocean beaches, smooth sailing water and south sea islands. Ghost towns and 150-year-old Missions close by modern cities and Hollywood night spots new as tomorrow. Desert sand dunes next to Spanish orange groves, vineyards, date gardens. Los Angeles County's interesting citrus, oil and shipping industries. Spanish fiestas and world movie premieres. Any sport . . . or leading in soul-warming sunshine. In short, a complete new show as often as your mood requires.

FREE: Automatic Trip Planner

This 80-page Official Guide Book—widely acclaimed by travel experts—plans your trip for you from start to finish: what to see and do, how to get here, time required, itemized cost schedules, plus over 100 photographs, maps, etc. . . authentic facts available only through this non-profit community organization. Coupon brings it FREE by return mail; also, the new, free Official California Picture Map.

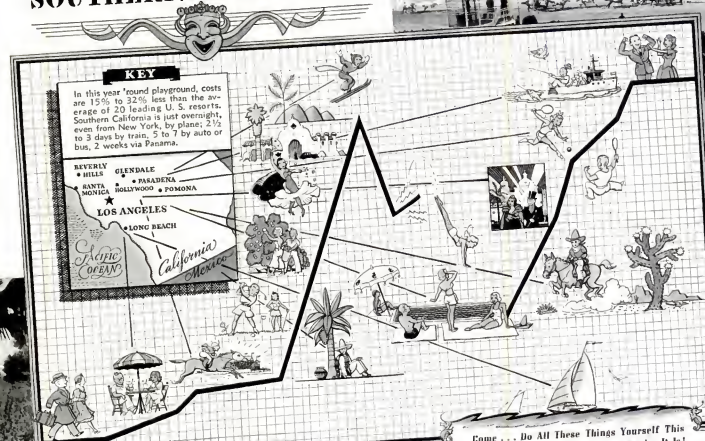
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Come to California for a glorious vacation. Advise anyone not to come seeking employment, lest he be disappointed; but for tourists, attractions are unlimited.

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THE DINING ROOMS ON GRACE "SANTA" LINERS ARE HIGH UP ON THE PROMENADE DECKS.

This Year **GRACE LINE** to **SOUTH AMERICA!**

It's summer below the equator! In Chile GRACE LINE vacationists are golfing, swimming, fishing, riding, sailing . . . all at a minimum of expense because of Chile's favorable rate of exchange. >>> See South America's great modern cities: Lima, Valparaiso, Santiago, (Buenos Aires via Trans-Andean Railway, or Pan American-Grace Airways from Santiago). >>> Visit historic Peru- Cuzco, the pre-Inca ruins of Parhacamac, and Chosira, tucked away in the Andes. >>> All-expense Grace Line Cruises sail from New York every week to Chile and/or Peru, visiting en route Panama Canal, Colombia, Ecuador and Havana.

Between New York and **CALIFORNIA** *or Mexico City*

Grace Line presents fortnightly cruises and rail-water trips between New York and California (or Mexico City) visiting en route Colombia, Panama, El Salvador, Guatemala and Mexico, with an additional stop at Havana eastbound. These splendid Grace "Santa" ships offer all outside staterooms with private, fresh water baths; telephone in every room; outdoor built-in, tiled swimming pools; dining rooms with roll-back diners open to the sky; club bars; gymnasiums; Dorothy Gray Beauty Salons, and pre-release talking motion pictures. One of these luxurious Grace "Santas" sails every two weeks from New York and from San Francisco and Los Angeles.

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